



**HIGH EFFICIENCY  
HEATING (UK) LTD**

Case Study

# **Textlocal & High Efficiency Heating UK Ltd**



[www.textlocal.com](http://www.textlocal.com)

**Key challenge solved:**

Keeping customers reliably and instantly informed of their service information.



# High Efficiency Heating

## Challenge

As part of building a bespoke system business management system High Efficiency Heating wanted to reliably inform and communicate with their customers from confirmation of their appointment to when we are on the way to the job.

## Overview

High Efficiency Heating are market leaders in bespoke heating and hot water installations. Director Andy Baxter has been in the industry now for over 35 years and this experience has been invaluable with the onset of renewable technology. They also supply and install heat pumps, biomass and solar thermal systems.

## Solution

The fastest and most reliable way to inform customers of their appointment information was by text message. Therefore via Textlocal's API, text message services were integrated into their business management system for automatic customer updates.

## Result

Automatic text messages mean greater communication with all customers in a time and cost effective manner. This has greatly increased their professional status with their customers.

Overall, text messaging has proven to increase their general business by approximately 8%.

"Textlocal has made a difference to our business, it's easy to use and customer feedback has passed our expectations."



[www.textlocal.com](http://www.textlocal.com)

Telephone: 01244 752 299



**Chester:** Aldford House, Park Lane, Pulford, Chester CH4 9EP

**Malvern:** Malvern Hills Science Park, Geraldine Road, Malvern, WR14 3SZ



# High Efficiency Heating

## Do you work in the utilities industry?

### Reduce missed payments

Maintain a smooth cash flow with timely SMS payment reminders for your customers

### Increase customer volumes

Keep in touch with former customers who may have moved to a competitor to keep them updated with your energy prices as encouragement them to switch back

### Send bills and statements

Send customers copies of their bills as a text message attachment so they can view and store them on their phones – reducing printing or postage costs

### SMS Meter readings

Make it easier for customers to report their meter readings to you by submitting via a text message to a virtual inbound number or a mobile form

We work with over 100,000 UK businesses in your industry

[Find out more](#)



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