Make the Wait Great

HVAC On-Hold Message Ideas

Ready to get started? Use these ideas to promote your services, answer questions, build loyalty, and inspire callers while they wait. Focus on your residential and commercial HVAC customers. We provide professional scriptwriting services, or you can enter your scripts into our AI Studio for instant messages and prompts.

MAINTENANCE & SEASONAL SERVICE

- ☐ Annual maintenance and Comfort Club plans
- ☐ Spring and summer air conditioning tune-ups
- ☐ Fall and winter furnace service specials
- ☐ Plan benefits, pricing, and how to enroll
- ☐ Filter inspection and replacement reminders
- ☐ Appointment scheduling and service availability

NEW SYSTEMS & FINANCING

- ☐ Newer, higher-efficiency heating and cooling
- ☐ System replacement and estimate appointments
- ☐ Financing options and applicable terms
- ☐ Current equipment offers and expiration dates
- ☐ Smart thermostats and comfort controls
- ☐ How to compare equipment for your space

INDOOR AIR QUALITY & COMFORT

- ☐ Air purification and filtration options
- ☐ Humidity control for homes and businesses
- ☐ Ventilation services and airflow concerns
- ☐ Indoor air quality assessment appointments
- ☐ Choosing filters suited to your system
- ☐ Comfort concerns to discuss with a technician

RESIDENTIAL & COMMERCIAL SERVICE

- ☐ Your service area and how to request a visit
- ☐ Repair services and after-hours contact options
- ☐ Commercial preventive maintenance programs
- ☐ Rooftop unit and multi-site service capabilities
- ☐ Technician introductions and company values
- ☐ Current offers and a clear next step for callers

Script Tips

One topic per message. Write individual messages of 50 words or fewer.

Keep it relevant. Promote services and offers your company actually provides.

Give callers a next step. Invite them to ask, book, enroll, or request an estimate.

Plan for updates. Schedule seasonal changes and remove expired offers.