813: Renewal Re-Instatement Program

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Section: Termite Administration
Subject: Renewal Re-Instatement Program
Approved by: Eddie Faircloth
Effective Date: 21 January 2000
Last Reviewed Date: 21 January 2000
Policy Owner:

Policy

Purpose: To make sure every possible effort has been made to keep a termite customer from canceling our service, and to collect information that will assist us in retaining future customers.

Summary of Policy:

1. To confirm with a customer, the cancellation of their Termite Account, and review the value of their Termite Protection.
2. Determine the exact reason why the customer decided to cancel their protection. (Ensure the reason (code) listed on the cancellation report is valid and accurate.)
3. Find out what we can do to reinstate them as a customer of Massey Services.
   In order for this program to be properly executed, proper use of cancellation codes is critical, since this will keep us from contacting customers we do not want to reinstate (see P&P 709 Cancellation Codes). Additionally, all unpaid renewal accounts must be cancelled by the 5th day of the month after the third renewal has been sent: i.e. December renewal customers will be cancelled by Feb 5th. (refer to Termite Administration Policy & Procedure # 806.)

Specific Procedure

1. During the first week of every month, Customer Care will run a Monthly Termite Cancel Report from Custom Menu #1, Report #10. This report will provide a listing of all termite accounts cancelled in the prior month.

2. The Monthly Termite Cancel Report will be divided between Customer Care Specialists, by Region.
3. By the 4th working day of every month, Customer Care will copy the Termite Cancel Report and fax it to the respective Service Centers with a copy of the attached Fax Cover Sheet. This is done so that Service Center Management can verify all Do Not Reinstate (DNR) codes.
4. Service Centers Administration will fax the verified reports back to Customer Care by close of business that same day. Customer Care will then contact each customer on the cancel reports to attempt to reinstate them. Customer Care will make these calls during the course of the month following cancellation: i.e. December Renewal Customers cancelled Feb 5th, will be called in March.
5. If we do not have a valid phone number on file, Customer Care will call directory assistance; if no listing is available, we will send a reinstate letter. (See below)
6. Customer Care will log all attempts on the attached Termite Reinstatement Tracking Log, and complete all other requested information on form.
7. When a customer agrees to reinstate, Customer Care will arrange for renewal payment, and await its receipt.
8. At the end of every month, once payments are received and posted in ServicePro, Customer Care will notify the Service Center which accounts have been reinstated. At that time, the hard file is retrieved from the Termite Cancel File Cabinet, and placed among the active Termite Accounts. Notification will be via a fax copy of the completed Termite Reinstatement Tracking Log. (Regional Managers will be provided a copy of the same completed Termite Reinstatement Tracking Log.)

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