



Price Increase / Inflation Questions

Price Increase/Inflation Questions

Periodically, we will implement a price adjustment across Greenix branches. We want to ensure that customers understand the various service benefits that have been added to their service over the past year and help them see the value of the service they are receiving. Reference the chart below (PDF available for printing) for any questions and example scripts!

- [Why a Price Increase?](#)
- [What Customers Receive the Price Increase?](#)
- [Explaining Price Increases to Customers](#)
- [Customer Sentiment Call Scripts](#)
 - Customer Concern: "Why wasn't I told about the price increase?"



Price Increase Guidelines



Each year, we implement a moderate price increase to about 90% of our customer base. Overall, this moderate adjustment (Average 4.4%) adds approximately \$2.00-\$4.00 per month, making up for inflation costs needed to continue maintaining high standards of service and business quality due to rising costs in products, labor, and operational expenses. As part of our commitment to transparency and exceptional service, we want to ensure that all team members feel confident when discussing these adjustments.

Customer Calls in Asking About Increase in Cost:



Look at their account: Make sure to review what their previous cost was, and what their current is. This will allow you to speak confidently and correctly on the effects of the increase to this customer.

- **Acknowledge:** "I completely understand your concern, and I apologize if this caught you by surprise. We never want you to feel left out of the loop."
- **Explain:** "Each year, we review our prices to account for rising costs and inflation. To continue delivering the best service, Greenix is making a **moderate price adjustment** due to increases in product costs, labor, and operational expenses. As the cost of our operation has increased, we've been extremely mindful of these adjustment to our customers to make sure it impacts you as least as possible, while still maintaining our service quality. Does that all make sense?"

- It looks like we took your rate from ___ to ___ does that sound right?
- Outside of this pricing change did you have any other service concerns I can help you with?
- I understand this has been a frustrating change for you and your family. How can I improve your experience with Greenix?

Offer a Coupon

"I understand this may have caught you off guard this month. To help ease the impact, I'd love to apply a \$___ credit on your account to offset the unexpected charge. This way, you can enjoy a smoother experience with that moderate increase moving forward. I'll go ahead and apply this for you."
(apply coupon to your discession depending on increase, \$5-\$15)

Revert to Original Pricing

"We do our best to be flexible with our customers and ensure our services meet your needs, including pricing that works for you. Let me check if I can adjust the price back to the original rate for you."
(Put on Hold)
Take off hold and return back to normal.

💰 Why a Price Increase?

As the costs of operating our business continue to rise, it becomes necessary to adjust our pricing to ensure we can maintain the high quality of service our customers expect. Here are a few key reasons for this price increase:

- **Inflation:** The general rise in prices affects the cost of supplies, products, and equipment. This means that maintaining the same level of service quality becomes **more expensive over time**. The money we need to spend as a company to service has increased, as will our prices.
- **Fuel Prices:** Higher fuel costs directly impact the expenses for our service vehicles who travel constantly to service our customers.
- **Workforce Needs:** To keep our services top-notch, we need to offer competitive wages to attract and keep skilled workers. Experienced and knowledgeable staff are essential for effective pest control, ensuring you get the best results every time.

Disclaimer for price increase in our agreements:

📄 “During the Initial Term, Greenix Reserves the right to increase the price of the Customers Subscription Payment.”

📄 “After the Initial Term of this Agreement, Greenix reserves the right to increase the price of a Subscription Payment as deemed necessary by Greenix. “

4. **Billing Frequency and Price of Subscription Payments.** Greenix will charge Customer for the Subscription Payments due under this Agreement during and after the Initial Term on a monthly basis. Greenix reserves the right to change the due date of any Subscription Payment at any time, provided that no more than one Subscription Payment will be due in any given calendar month under this Agreement. If the due date of a Subscription Payment is on a weekend or holiday, Greenix may charge Customer for the Subscription Payment on the immediately preceding or following business day. During the Initial Term, Greenix reserves the right to increase the price of Customer's Subscription Payment. In the event Greenix increases the price of the Customer's Subscription Payment during the Initial Term, Customer may cancel this Agreement at anytime thereafter without incurring the Cancellation Fee described in this Agreement. After the Initial Term of this Agreement, Greenix reserves the right to increase the price of a Subscription Payment as deemed necessary by Greenix.

💰 What Customers Receive the Price Increase?

Every year, we implement a slight price increase before high-demand periods like spring or summer when pests are most active. This timing ensures that we can continue providing top-quality service when customers need it most. Here's how we approach it:

- **Criteria for Increase:** We exclude those who have recently been saved by Customer Loyalty, and those who already meet pricing that fits inflation costs. We also take into account the square footage of the home and costs for servicing to ensure fair and proportional pricing.
- This bump will range from a **1-5% increase** of the customers previous contract value, depending on the criteria considered!
- **Impact:** After these considerations, about **90%** of our customers will experience this minimal impact from the price increase.

💰 Explaining Price Increases to Customers

Sometimes these call scripts can feel a little wordy or official for the call you are on or for the customer you are speaking to. As the specialist on the phone, we trust you to know your customer and situation. Here are some shortened versions of ways you can build value from the scripts above:

- **Upset about Price Adjustment:** “Yep, we hear you. Nobody likes a price increase. We’re facing pretty steep increases in costs on our end with products and labor in today’s environment.”
- **Protecting Homes:** “We’re committed to keeping you and your home protected. Always have been and will continue to be.”
- **Absorbing Inflation Costs:** “We’re absorbing as much of today’s inflation costs as we can and have rolled out very modest increases to keep your costs low. Over the past three years, we’ve purposely been very conservative and done our best to not pass the costs on.”
- **Updating for Seasonal Invader Protection:** “I made some updates to your account to make sure you’re eligible for some of our new plan offerings: You now get seasonal invader protection like Box Elder Bugs, Mites, Stink Bugs, and SNAKES.”
- **Updating for Specialty Service Eligibility:** “I also made sure you’re eligible for our 4-week intensive programs at our friends and family discount. Services like carpenter bee, mole barriers, German roach, and interior fleas are now available to you at a discount.”

Customer Sentiment Call Scripts

Customer Concern: "Why wasn't I told about the price increase?"

- **Acknowledge:** “I completely understand your concern, and I apologize if this caught you by surprise. We never want you to feel left out of the loop.”
- **Explain:** “Each year, we review our prices to account for rising costs and inflation. This adjustment helps us maintain the high-quality service you expect from us.”
- **Clarify Agreement Terms:** “Per our agreement, we do reserve the right to adjust pricing at our discretion. This policy helps ensure we can continue offering top-tier service for all our customers.”
- **Empathize:** “We completely understand that any price change can feel frustrating, and we want to make sure we address your concerns.”
- **Offer a Solution:** *(portion might not be relevant on every call and not every customer will need an adjustment)* “If you’d like, we can review your pricing and service plan together to see if there’s an option that better suits your needs or if adjustments can be made. How does that sound?”
- **Close with Support:** “Our goal is to ensure you’re happy with our services, and we’ll do our best to find a solution that works for you.”