

Contractor sees competitive advantage offering Wi-Fi thermostat on every install

Result

- To differentiate and win new install bids, contractor offers the Sensi™ Wi-Fi Programmable Thermostat as standard option on new HVAC systems.
- Homeowners who thought they would never use a Wi-Fi thermostat enjoy updating the temperature from any mobile device.
- Sensi thermostat alerts keep homeowners aware of unscheduled changes in home temperature and quickly get them in touch with their contractor for service.

Application

- Michigan-based contractor's HVAC system installations include Sensi™ Wi-Fi Programmable Thermostats

Customer

- Randazzo Heating, Cooling & Fireplaces is family-owned business with more than 50 trucks.



Challenge

Over 70 percent of homeowners who have a programmable thermostat don't use the programming feature. Being able to quickly adjust the temperature anytime, anywhere when you need to is a convenience with today's busy lifestyles. Now that three out of four homes have Wi-Fi, the timing was right for Randazzo to standardize its offering with Wi-Fi thermostats.

And since Wi-Fi enabled thermostats are predicted to outsell standard digital thermostats in the next five years, Randazzo was looking for an affordable, easy-to-install option for its HVAC system offers to homeowners.

Solution

Randazzo began offering the Sensi™ Wi-Fi Programmable Thermostat as a standard option on their HVAC systems in 2014. Leveraging utility rebates, homeowners were able to save money and get a Wi-Fi thermostat for the same or less than one with fewer features.

Randazzo makes every effort to complete the Wi-Fi connection with each installation. This is a simple process yet provides a valuable service assuring the Randazzo phone number is available for their customers in the Sensi app. It will also show up on any alerts triggered by system issues in the home – a valuable feature for many of the “Snow Birds” who are away for extended periods of time and may have Sensi thermostats in two homes.

“My installers enjoy installing this Sensi™ Wi-Fi Thermostat because they're easy. Wi-Fi can sometimes be intimidating, especially in the industry that we're in. After putting several of these thermostats in, it was no big deal. We install them daily.”

Michael Randazzo, Randazzo Heating, Cooling & Fireplaces

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