



Keeping Customers Engaged

Tips for continuing connections beyond installation



UNIQUE
LIGHTING SYSTEMS®

After a successful Unique Lighting Systems® installation, your connection with a customer doesn't have to be over. In fact, it's important to continue fostering a connection beyond the initial installation to develop a robust portfolio of loyal clients.

"Homeowners want to be able to put full confidence in the people they hire for their outdoor projects," said Alexis Deasy, Marketing Communications Manager for Unique Lighting Systems. "Keeping connections with customers will help instill trust and create loyalty to Unique Lighting Systems installers and their business."

Beyond the installation, here are a few other times or ways to interact with your customer base that are beneficial to both them and you.

Seasonal maintenance – The changing seasons is a great way to re-engage with your customers. Does their Unique Lighting Systems install need a check after the hot summer and before the frigid cold weather? Or maybe it's the opposite – remind your customers you are there to check their systems following a harsh winter and before time outdoors

likely increases. Regardless of the season, changes during the year can be a great time for maintenance reminders.



Make sure to maintain your system.

Growing an outdoor lighting system – Has it been a while since you have installed a system for a customer? If this is the case, check in with them and find out if they need to make any additions. Because of the ease of installation of Unique Lighting Systems, they may have been installing in phases and need the push to take the next step. Remind them you are a trusting partner and there to help them take that step.

Showing team spirit – Adding color to outdoor spaces gives your customers the ability to paint their space. Expressing creativity is what Unique's

INSPIRA® fixtures are all about. These premium fixtures can be adjusted through infinite colors and beam angles to bring a truly customized lighting experience. Sports fans can show off team colors, special days get that much brighter and party themes can be elevated with mood matching lighting. The possibilities are endless with this new technology. Existing lighting systems can be upgraded with INSPIRA fixtures, giving you another conversation starter with customers.



Set up your favorite team colors and enjoy the game.

Holiday color – Making spirits – and outdoor spaces – bright is on many people's to-do list for the holiday season. The great part about certain Unique Lighting Systems fixtures is the ability to change the color for a customized theme for holidays. And it can all be controlled on a mobile device in the cloud-based SMRTscape™ platform.



Set your holiday themes and enjoy.



Before the holidays get too busy, reach out to your customers and let them know you can help them create their customized holiday display or remind them of how to use the platform to do this if it's not an often occurrence. Here is your reminder to reach out and check on your existing customers. Continue that connection and establish the loyalty. They will appreciate it and it's a great boost for your business as well.



Sit back, relax, and enjoy your surroundings.

Need more information on Unique Lighting Systems?
Visit us at www.uniquelighting.com.