

ckSmith SUPERIOR

— A TOTAL ENERGY COMPANY —

www.ckSmithSuperior.com

508-753-1475 • 508-865-1972

Spring 2014

From Our Family To Yours

A MESSAGE FROM THE GENERAL MANAGER



Greetings to all. 2013 proved to be the coldest, accumulating over 6600 degree days, since the year 2009 according to www.wunderground.com. The 10 year average is approximately 6150 degree days, making 2013 about 7% colder than the average year.

Like us, I am sure many of you are looking forward to Spring after the cold temperatures experienced this winter. Some of the things that we are looking forward to this Spring are contained within this edition of our Newsletter, such as the 2014 Worcester Spring Home Show at the DCU Center on March 7th-9th (featured below). We look forward to your visit at our booth located in the front lobby area. Other topics of interest in this newsletter are promotional coupons, a contest to win a 42" Vizio LED Smart HDTV, and featured stories about our staff.

ckSmithSuperior is not your ordinary heating oil company, rather a Total Energy Company. We have the knowledge, staff, and expertise to install and maintain all of your energy needs throughout the year. So please keep us in mind this Spring when you seek your propane supply to heat your pool, the installation of a propane generator or to service your air conditioning unit. We also can convert your heating system from oil to gas should you so desire. Please call us today for any of your existing energy needs. We appreciate the opportunity to serve our customers.

Sincerely,

— *Anthony Santoro*



2014 SPRING HOME SHOW

Looking for some Home Renovation projects for 2014? The Worcester Spring Home Show is the best place to find just the right project for your home this Spring. The Worcester Spring Home Show is the oldest, biggest, and best Home Show in Worcester County. Since 1946 area home owners have found the products, services and advice they need at the Home Show.

ckSmithSuperior has proudly offered our expert advice on topics such as heating and cooling equipment, hot water heaters, indoor air quality, plumbing, propane and other industry related issues at the DCU Center in Worcester each Spring. Please come visit us this year @ Booth Numbers 7&8 on March 7-9.

The best part about the Home Show is you can attend for FREE. All you have to do is download a Free Pass from the "Home Page" of our website: www.cksmithsuperior.com. We will have plenty of free giveaways, so be sure to visit us again this year at the DCU Center March 7th, 8th and 9th! Hours for this year's show are provided below:

Friday	March 7th	4PM-8PM
Saturday	March 8th	10AM-7PM
Sunday	March 9th	11AM-5PM

FREE PASS
Good for two adults ANY DAY

Sponsored by
NABIA Home Builders & Remodelers Association

2014 Worcester Spring
Home Show

FRIDAY MARCH 7 4pm-8pm	SATURDAY MARCH 8 10am-7pm	SUNDAY MARCH 9 11am-5pm
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DCU center
WORCESTER, MASSACHUSETTS

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Regular Admission \$8.00 • Children under 12 FREE
Children not admitted without an adult. Must be redeemed at Box Office.

www.worcestershows.com

EMPLOYEE SPOTLIGHT - 2014 NIGHT SHIFT

Each winter season we establish a Night Shift to better serve our customers. Our night shift typically begins in November and ends in March (may vary depending on temperatures). The shift is scheduled from 3 PM to 12 AM. The reason we staff ourselves in this manner is to provide the fastest possible response time when emergency service is required. Though the schedule can be challenging, our team of Mike, George & Matt (featured in the picture to the right) proved up to the challenge this winter season.

For the past several years, George Riddle (middle) has been the anchor of our night shift. George handles all the incoming after hour emergency service telephone inquiries. George dispatches one of our two service technicians, Matt Perno (featured on right) or Mike Kelleher (featured on left) via our Panasonic Toughbooks to arrive and satisfy the service inquiry. George is a former driver and technician himself which proves helpful in identifying potential service issues for Matt and Mike to diagnose.

Matt has been a service technician with us for the past 4 years. Matt attended school for Basic Oil Burner Installation & Service Technician Course at New England Fuel Institute and began training with us in early Spring 2010. Several months later, he was troubleshooting calls on his own.

Mike began with us in 2011 initially as a delivery driver after attending Bay Path Vocational Technical School in 2010. He began training in service immediately after the winter season. Mike has been troubleshooting service calls for approximately 2 full years now at ckSmithSuperior.

We thank our Night Shift for volunteering to provide a positive customer service experience to all customers serviced.



Appearing from left to right...Mike K., George R. and Matt P.



RATE THE RECIPE

OREO BALLS

- 1 Package of Oreos
- 2 Pounds of Cream Cheese
- 1 Box White Chocolate Wafers

Preparation:

Place all the Oreo's in a food processor until they turn into a sandy consistency.

Leave cream cheese out for a while until it softens. When soft, mix with the Oreo's.

Roll the mixture into two inch balls and place them in the freezer on a cookie sheet with a waxed paper liner for about an hour.

Melt the white chocolate wafers in the microwave for about two minutes, consistently stirring every thirty seconds (microwave more if needed until fully melted).

When the Oreo Balls are frozen stick a toothpick in them and dip in the melted white chocolate enough to saturate them.

Once covered in the white



chocolate place them back on the wax paper and place them back in the freezer until you are ready to eat them.

You must keep them in the freezer to maintain the correct consistency.

This recipe was submitted by Ms. Ashley Ustinovich.

Our recipe section has become a big hit with our customers. Why not take a moment and submit yours. If selected, we'll publish it in one of our upcoming newsletters.

BON APPETITE!

WIN A FREE VIZIO 42" LED HDTV



We value your feedback. To be entered into our contest to win a Vizio 42 inch 1080p 120Hz Smart LED HDTV please write us or email info@cksmithsuperior.com and share your most recent customer service experience with us. Please use LED TV as the subject line.

To qualify, all **entries** must be received by April 15, 2014

We look forward to receiving your entry.

GOOD LUCK!

Winner will be chosen and posted on our website:

www.cksmithsuperior.com

2014 CUSTOMER SURVEY TESTIMONIALS

WIN A \$100 GIFT



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BBB ACCREDITED BUSINESS A+

In hope that we can serve you better...
We would appreciate your time and response to complete the survey below and return to

Your name will be entered into our monthly drawing for a \$100 gift upon re of this survey. Winners will be posted on www.ckSmithSuperior.com.

Your feedback is important to us. In a continuing effort to serve you better, we would appreciate you a minute of your time to complete the survey below and return to us. You can mail it separately, with your next payment or fill it out online at www.ckSmithSuperior.com/TechSurvey

THANK YOU
For Your Business

SURVEY

As companies grow the importance of customer satisfaction is often overlooked. At ckSmithSUPERIOR, Please help us maintain our high standard of quality service by answering the questions:

Phone Representative was _____	<input type="checkbox"/> Outstanding	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Unsatisfactory
Was Technician On-time _____	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Work Performed by Technician was _____	<input type="checkbox"/> Outstanding	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Unsatisfactory
Technician's Appearance was _____	<input type="checkbox"/> Outstanding	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Unsatisfactory
Technician's Attitude was _____	<input type="checkbox"/> Outstanding	<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Unsatisfactory
Would You Recommend Us To Others _____	<input type="checkbox"/> Yes	<input type="checkbox"/> No	

Additional Comments: _____

Our goal at ckSmithSuperior is to provide the best possible customer service experience. In order to ensure the best service experience, we developed a customer survey card that our technicians (featured in the picture below) distribute at every service call. The survey card allows us to review where we need improvement as well as realize what our customers value most. We read all of the cards that we receive and make every effort to address any customer concerns and recognize staff for exceptional service. We wanted to share some of the recent feedback we received and ask that you please continue to reply to our survey cards. Please complete the survey card either online or by mail during your next service visit and we may feature your feedback on our website, www.cksmithsuperior.com.

Lynda & Bruce C. - Worcester, MA

Technician: Duncan "He completely explained everything he was doing and going to do. Was totally responsive to any question I proposed to him. His knowledge was right on. Cleaned up everything, even better than I had it. It was a real pleasure. And I learned a lot!"

Nina A. - Charlton, MA

Technician: Ed "I was amazed that within couple hours after my phone call, I had a technician show up in my house. Great service!"

Michael & Marilyn H. - Douglas, MA

Technician: Mike "Mike is a total professional. Very knowledgeable and thorough. He is a credit to your organization and sets the Gold Standard for others."

Henry P. - Grafton, MA

Technician: Joe L. "Technician very helpful by diagnosing problem, fixing it, and explaining all to me with helpful tips on resetting in the future."

Jenifer S. - Sutton, MA

Technician: Steve "Service was incredibly fast from the time he got here until he left. Very impressive."

Kevin B. - Sterling, MA

Technician: Jim "Jim is a complete gentlemen and did a fantastic job with the repairs and training us on how to use the new thermostat. ckSmithSuperior should be proud to have employee's like Jim."

Alex R - Southborough, MA

Technician: Kevin "I would like to bring to your attention the outstanding service that was provided by your technician Kevin Westgate. He was very courteous, considerate, and above all knowledgeable. He is definitely a credit to your company. He went out of his way to properly service our furnace and discuss with me what he found and fixed. His expertise and customer service is unparalleled. He is definitely a shining star in your organization. Keep up the wonderful work!"



OUR DEDICATED CKSMITHSUPERIOR SERVICE TEAM

Top: From Left to Right... Bill M., Joe H., Eric M., Ed J., Ray N., Tim S., Joe L., Dave J., Steve D., Don A., Ethan S., Duncan M.

Bottom: From left to Right... Jim H., Kevin W., Mike K., John T., Chet C., Tom T. and Phil B.



A/C SERVICE STARTUP CHECKLIST

ckSmithSuperior provides air conditioning service for central or split duct air conditioning systems. With the warmer weather right around the corner, we have put together an Air Conditioning start-up checklist to help get your unit going before you need to call the experts for assistance.

1. Remove any coverings that may have been placed on the condenser over the winter.
2. Check air filters at the inside unit. Replace if necessary.
3. Check and replace batteries in thermostat if needed.
4. Set thermostat to Cool and Fan to Auto.
5. Lower temperature on thermostat below room temperature.
6. If the unit fails to operate after five minutes, check the breaker for the outside condenser. The breaker may have tripped over the winter due to power outage or storm related surge.
7. If your unit still fails to operate, call ckSmithSuperior and book an appointment with one of our many certified technicians.



TUNE-UP SPECIAL \$20.00 OFF

\$20.00 CREDIT ON YOUR ACCOUNT

if you schedule and receive a preventative maintenance prior to July 31, 2014. To be eligible for this coupon all preventative maintenance must be scheduled and performed in the months of March through July.

Offer Expires July 31, 2014. Call Today to schedule your annual tune-up!

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REFER A FRIEND

To receive your referral reward, please complete the form below and return by mail or contact us at 508-753-1475.

Your Name _____ Account # _____

Address _____

City _____ State _____ Zip _____

Primary Phone # _____ Alternate Phone # _____

E-mail Address _____

Friend's Name _____

Friend's Address _____

Friend's Phone # _____ Alternate Phone # _____

Friend's E-mail Address _____



Save Money, Save Energy



Please use our Big Discount Coupon below for the installation of any Heil or Armstrong Furnace, Fujitsu Split duct unit or a Honeywell Backup Generator. Remember to inquire about possible Mass Save rebates available to you.



Honeywell



BIG DISCOUNT COUPON*

at ckSmithSUPERIOR

\$100 OFF Any Heil or Armstrong Furnace
\$200 OFF Central Air Conditioning Installation or an Installation of a Honeywell 15 or 20 KW Backup Generator

*Limit 1 Coupon per Customer. Expires 7/31/2014. All Offers Are Valid With Installation Only. Can Not Be Used In Conjunction or Combined With Any Other Offer.



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99 Crescent Street • Worcester, MA 01605

SPRING / SUMMER OFFICE HOURS

Nov 4, 2013 thru Apr 25, 2014	
M – F	8:00 am – 5:00 pm
Sat	8:00 am – 12:00 pm

Apr 28, 2014 thru May 23, 2014	
M – F	8:00 am – 5:00 pm
Sat	Closed

May 26, 2014 thru Oct 31, 2014	
M – F	8:00 am – 4:30 pm
Sat	Closed

Our Oxford Office is closed on Saturdays throughout the year. We're available for Emergency Service 24/7/365



SHARE YOUR COMFORT WITH A FRIEND

You can help a friend receive the same great products, services, and peace of mind you get from us. To reward you for sending a new automatic oil or propane delivery customer* our way we'll give you a \$50 reward. Please complete form inside of newsletter.

* All automatic delivery customers are subject to credit approval



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