



warm thoughts and cool ideas

from

WILSON The People You Can Trust.

Heating Oil

Air Conditioning and Heating

spring 2007

PERSONALLY SPEAKING

quality service is our top priority

Dear Friends,

To ensure that our service to you is always of the highest quality, we have recently instituted a new quality control initiative designed to follow up on all tune-ups, repairs and other service calls.

Our "Quality Team," led by senior members of the Wilson staff, including myself, will visit your home to double-check on the job our technicians have done and determine if you're *completely* satisfied with our performance. We will conduct the visit while the job is in progress or shortly after the work is completed.

In addition to making sure the work meets our exacting standards, we check to see that your home is left as clean as it was before we did the work. We also ask if you are satisfied with the entire experience. See the article on page 4 for more about this.

This newsletter also explains how we've made tune-ups more convenient than ever,



David O'Connell

why oil heat is still your best fuel alternative, and how you can get us to pay your air conditioning bills this summer. Due to popular demand, we have extended this unprecedented offer—so it's not too late to participate. We're also featuring a new contest, which gives you a chance to win a wide-screen

plasma TV (see details below).

We wish each and every one of you a safe and enjoyable summer, and I thank you again for trusting us with your family's home comfort needs.

Warmly,

David O'Connell

P.S. Congratulations to Dan Quist, winner of the washer and dryer set in our last newsletter contest.

making tune-ups more convenient than ever

Because we understand that with today's busy lifestyles your time is at a premium, we've refined our system of scheduling tune-ups so we can accommodate customers more efficiently.

For starters, we are trying to schedule as many tune-ups in the summer as possible.

Because we don't have emergency no-heat calls to deal with in summer, we can provide more scheduling flexibility.

We'll call you to remind you when it's time for your tune-up, and if we can't reach you, we'll send you a postcard. Once the appointment is made, we'll follow up to confirm.

We hope these changes will streamline the process, minimize missed appointments and increase your satisfaction.

Our goal is to complete 75% of all tune-ups by Aug. 31 so we can concentrate on emergency service calls in the fall and winter.



Win a wide-screen plasma TV!

Picture yourself in the comfort of your home, lying down with a bowl of popcorn, watching your favorite show on a wide-screen TV.

Value:
\$1,799!

Read this newsletter and answer the questions on the enclosed reply card. All entries received by 7/27/07 with the correct answers will be entered into a drawing for the TV.

Grand Prize: Panasonic 42-inch wide-screen TV, featuring the new Panasonic plasma panel, which can display 29 billion colors for an incredibly vivid picture!

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

**To schedule a tune-up,
please call us
or mail back the enclosed
reply card.**

WILSON The People You Can Trust.

Heating Oil

Air Conditioning and Heating

P.O. Box 185, Wallingford, PA 19086

Call us! (610) 566-7600

visit our website at
wilsonoil.com

✓ win a wide-screen plasma TV*

✓ pay nothing for a/c this summer

*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

enjoy FREE cooling for the summer!

There's still time to bask in the comfort of a brand-new air conditioning system while enjoying big savings on your utility bills this summer.

Due to popular demand, we've extended our offer from our last newsletter: In return for your *purchasing and installing a new heating and cooling system through us, we promise to pay your electric bills for the rest of the summer.**

New equipment will **save you at least 30%** on your energy bills. And, as if that weren't enough, *we will pay for the first summer's operational costs—up to \$1,200!*

Our experienced installers will put in your new equipment quickly, usually in no more than a day or two. And your home will be left spotless!

To schedule a FREE, no-obligation comfort analysis of your home, return the enclosed card or call us.

EXTENDED OFFER!

Install a new heating & cooling system and **we'll pay your utility costs all summer!***

Offer good until August 15.

*Up to of \$1,200. Terms and conditions apply. Call for details.



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Quality Team members: Back row (L to R): Ed Horn, Larry Grier, Ed Johnson, Sr., Dave Hash
Front row (L to R): David O'Connell, Alex Philson

meet the team

A few months ago, we launched a new way to ensure quality control throughout our service department. We call it the Quality Team, and it is composed of David O'Connell, company president; Ed Horn, operations manager; Larry Grier, assistant service manager; and Ed Johnson, Dave Hash and Alex Philson, three of our senior service technicians.

"This is a great way to deliver on our promise of quality service," says Ed. "By

visiting the homes of customers while work is in progress or upon a job's completion, we can ensure that everything is being done to our high standards."

Ed says customer response to the program has been very positive. "Customers love it," he says. "They feel like we're looking after their interests, and we are. We plan to continue this program throughout the year, and do it for both heating and air conditioning. It's just another way of strengthening our relationship with customers. We're there right in their homes, taking the time to answer questions and address any concerns. There's usually a member of the Quality Team making calls every day."

oil still beats gas

Although oil heat customers have struggled with volatile prices, they're still better off than people who heat with natural gas.

Not only have natural gas prices doubled over the past few years, but ongoing pipeline disruptions threaten to leave natural gas customers in Pennsylvania without heat when they need it.

Add to that the high cost of converting to natural gas and the limited, impersonal service

of most gas companies. The truth is, consumers who switch often live to regret it.

According to the Consumer Energy Council of America, "There is no economic advantage to changing heating fuels. Investments in efficiency, on the other hand, save both money and energy."

If you want to save money, think about upgrading to a new oil heating system. It could *save you 30% or more on your heating costs.*

Please call us or return the enclosed reply card to find out more.

