



24/7... Oh Really?

24/7 is an abbreviation which stands for "24 hours a day, 7 days a week". Industry uses this phrase to describe a service that will be present regardless of current time or day, as might be offered by a supermarket, ATM, Filling station, restaurant, police, firefighters, and emergency services.

I have always trusted that a company willing to post a 24/7 tag line on their advertising must be capable of backing such a demanding statement. A company's reputation is at jeopardy if such a promise persuades a new client and can not reliably be delivered. Recently, I have noticed that "24/7 service" appears in nearly all home heating fuel company promotional ads. Although I am certain these ads are created with the best of intention, I doubt much thought goes into the business ramifications of not delivering on such an obligation. Leaving a homeowner without heat because a service technician was not available can cause tremendous discomfort especially to the elderly or families with young children.

24/7 Service is an important benefit to look for from your home heating provider, but do not trust that the service can be successfully provided just because it says so in an ad. Mike Berardi of Kosco suggests that you always question the services offered by the home heating provider you are considering. How many service technicians are on staff? How large is the service fleet? Who answers the phone when you call in the middle of the night? How are technicians trained? Ask yourself - do you believe that a Home Heating Fuel Company with less than 20 employees support such a challenging promise as 24/7?

Kosco is one of the largest Home Heating Providers in the Hudson Valley. Their 24/7 service promise is backed by a very large fleet of service vehicles and trained technicians. Service technicians are dispatched by Kosco trained employees who are always available even on holidays. Few companies can consistently deliver this kind of emergency service. It is offered to all customers and is included along with labor and parts coverage in their all New – "No Surprises Service Plan" all for only \$204.00 per year.

"Don't leave your families safety in the hands of unskilled or unavailable home heating providers. In the case of 24/7 service larger firms can usually offer more services with greater reliability", says Berardi.



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