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During the Bleach Shortage, HASA Pool Offers its Pool Sanitization Products for Indoor Use to Disinfect Homes and Businesses

HASA Pool (www.HasaPool.com), one of the industry's leading suppliers of liquid bleach (sodium hypochlorite) for the sanitization of swimming pools and hot tubs, announced today that its products can also be used to clean and disinfect indoor surfaces as well. For millions of Americans, faced with limited retail supplies of appropriate sanitizing products during this time, the ability to effectively dilute the same trusted HASA Sani-Clor® and Hasachlor® products used to clean the backyard swimming pool or hot tub also offers an easy disinfection alternative for homes and places of business. HASA's liquid sanitizers are widely available to pool service professionals through a variety of distribution sources across the Western U.S. and to end-user customers at select retail dealer locations (see the HASA Dealer Locator on www.HasaPool.com). These products can be easily repurposed, in accordance with Centers for Disease Control and Prevention (CDC) guidelines, for indoor disinfection.

HASA Pool has been a leader in the manufacturing and distribution of premium, high-performance liquid sodium hypochlorite since 1964. The company operates out of seven plants serving the California, Arizona, Washington, Nevada, Oregon,

Idaho, Utah, Oklahoma, and Texas markets—and offers wholesale availability of its signature liquid sanitizer products for swimming pools and hot tubs through its large distribution and dealer network.

The company's Classic Bleach (6% bleach concentration) is a disinfecting and sanitizing agent designed for household and laundry use. COVID-19, or coronavirus, is caused by the virus SARS-CoV-2. HASA's Classic Bleach kills similar viruses and therefore can be used against SARS-CoV-2 when used in accordance with the directions for use against Rhinovirus Type 37 on hard nonporous surfaces. (Please refer to the CDC website at www.CDC.gov for additional information.)

Separately, HASA's heritage line of swimming pool and spa products, HASA Sani-Clor® and Hasachlor®, both offer pro-grade variations of the same high quality bleach, delivering an even higher 12.5% concentration (making them the freshest, strongest liquid chlorine offerings for pool care and maintenance on the market today).

By following simple CDC instructions at www.CDC.gov, HASA Sani-Clor® and Hasachlor® can also easily be prepared for indoor surface use—to clean everything from bath-

rooms, nonporous and non-food contact kitchen counters, floors, doorknobs, light switches and other frequently touched areas of the home and office.

Indoor use dilution instructions for HASA Sani-Clor® and Hasachlor® can also be found here on the HasaPool.com website.

"There is no reason that millions of households can't easily dilute the same liquid bleach products they've been using for over 50 years to maintain their backyard swimming pool or hot tub, to keep their family home or place of business safe," said Rick Sawin, Vice President of Pool, Distribution and Sales. "This can be easily achieved by following the CDC.gov guidance for proper dilution of 12.5% pro-grade bleach to adapt the product for use indoors. Homeowners with pools can simply ask their pool professional to bring an additional bottle of HASA liquid bleach on their next visit for an alternate way to sanitize inside areas—to clean living and work spaces anytime that other disinfectants run low."

For more information and detailed instructions from the CDC on how to properly dilute HASA Sani-Clor® and Hasachlor® for indoor surface disinfection, and to read general

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Customer Service Tips That Leave a Lasting Impression

10 Customer Service Tips That Build Loyalty ... and Sales

By Nicole Wisniewski

Sure, enticing marketing pieces with crisp, clear images and strong calls-to-action, along with great sales pitches, can bring customers in the door. Those are first impressions; we all know about the importance of those. Never take them for granted.

But last impressions are what keep customers loyal. While a first impression may set the tone, every follow-up impression ensures customers come back for more.

And customer allegiance is your ultimate goal because research says it costs five times as much to attract new customers than it does to keep existing ones. In fact, loyal customers are worth up to 10 times as much as their first purchase, White House Office of Consumer Affairs reports. Not bad when you're looking at your sales goals for the year. Think of it this way: Just a 5 percent increase in customer retention can lead to a 25 percent to 100 percent increase in profits for your business, according to

"The Loyalty Effect."

A superior service experience is what builds this customer loyalty. PwC research says a whopping 80 percent of Americans list friendly service as one of the most important elements of a positive customer experience.

You want to stand out from your competitors, so your customers are never tempted to seek a cheaper price or alternative service. Really, the ultimate definition of loyalty is "when people are willing to turn down a better product or service to continue doing business with you," says Simon Sinek, popular business author and motivation speaker.

Pool, spa and hot tub professionals can build their customer loyalty with these 10 recommended service strategies.

1. Know Your Customer

Today's customers expect you to know them. Microsoft's recent study on the "State of Global Customer Service" says 72 percent of consumers expect service providers to "know who they are, what they have purchased and have insights into their previous

engagements."

Use software to segment customer personas and service solutions and preferences and to keep the information handy so your service professionals can proactively provide better support.

2. Get Personal

It's OK to build rapport and relationships with your customers. In fact, ContactPoint says employees only ask for customers' names 21 percent of the time. Stand out by being personal and asking for and remembering their names. Making your customers feel like people is a small investment in building lifetime loyalty ... and the word-of-mouth referrals that come with it.

3. Empower Your Employees

"Customer service should not be a department. It should be an entire company," said Zappos' founder Tony Hsieh.

Train and educate your employees on your preferred service experience so they can see the bigger picture on how this helps the company overall. Then give them some authority and freedom to decide when they need to go the extra mile to satisfy customers.

4. Seek Employee Feedback

Employees on the front lines of customer service are best at identifying roadblocks to provid-

ing better service. Regularly ask them for their thoughts and ideas on their customer experiences and if they have what they need to effectively service customers. Maybe excessive paperwork, lack of information, scheduling challenges or other simple fixes are preventing your company from standing out in the service department. Addressing these issues can not only boost your service, but also motivate your front-line employees because you're hearing and addressing their ideas.

5. Track Changes in Customer Service and Expectations

Conduct an initial customer satisfaction survey to give you a baseline to which to measure future service. Then, regularly conduct these surveys to identify what service attributes are most important to your customers and how your service is changing over time to meet those needs.

6. Stay in Touch

You want your customers to keep you in mind long after your last interaction. This requires regularly following up with them. Consistent newsletters, updates and customer appreciation emails are some examples of how you can do this. Staying in touch also positions your company as one that is easy to reach if your customers need you.

Also, don't ignore social media. A Nielson survey says 50 percent of customers use social media channels to raise their customer service concerns. And they expect swift responses. You may not think it's worth it, but Bain & Co. research says customers who engage with companies over social media spend 20 percent to 40 percent more money with them.

7. Respond to Customer Inquiries and Complaints

It takes 12 positive experiences to make up for one unresolved negative experience, says the book "Understanding Customers." So, it's much easier to just respond promptly to customer service inquiries and complaints than it is to ignore them.

Remember to use all the tools at your disposal to interact with customers. According to American Express research, customers prefer to resolve their service issues using these tools (from highest to lowest preference):

- Phone (90 percent)
- Face-to-face (75 percent)
- Company website or email (67 percent)
- Online chat (47 percent)
- Text message (22 percent)

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Decarbonization

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A study by Guidehouse (formerly Navigant Consulting) and the California Building Industry Association (CBIA) showed that switching to all-electric appliances would cost the average Southern California household on average more than \$7,200 to upgrade wiring and electrical panels and purchase new appliances. The California Association of Realtors has estimated that for every \$1,000 added to the cost of a new home, over 100,000 Californians will no longer be able to afford to purchase their own home.

Sounds like what California citizens and consumers want? Of course not, but the public policy leaders and regulators will continue to go down this path until the public wakes up and learns what they are doing, and even then, it might be too late.

For the swimming pool and spa industry, there are significant consequences to decarbonization. From the service side of the business, there will likely be more homes with swimming pools and stand-alone electric spas, as gas hook up are eliminated for traditional pool heaters. This will likely present substantially more work for the same monthly fee.

For pool builders, there are going to be substantial obstacles.

Reduced lot sizes for new homes will restrict the size of pool equipment pads, a significant issue for heat pump water heaters. Less demand for built-in spas due to the increased cost of heating, less demand for outside kitchens and water/fire features as part of the pool construction projects, and less demand for commercial pools and spas. For pool manufacturers, traditional gas water heaters will be phased out as well as other gas appliances.

CPSA has joined two state coalitions consisting of restaurants, realtors, the building industry, gas appliance manufacturers, commercial building owners, and patio interests to begin to fight back. The coalition is looking into social media and other campaigns designed to notify and educate the public about these efforts and what it means for them in their everyday activities of living and leisure.

The swimming pool industry, especially with its extensive service industry and its key relationship with homeowners, is in a perfect position to help spread the word. Homeowners do not want to lose their barbecues and spas and will be a potent force as this debate continues.

Bleach Shortage

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FAQs on the safety of swimming pool and hot tub use during the COVID-19 crisis, please visit HASA Pool online.

HASA plays an essential role in America's water ecosystem. The use of HASA Sani-Clor® also helps to protect the environment. The company's signature 4x1 Sani-Clor® gallon deposit case is the only returnable product transport system of its kind in the water treatment industry. These reusable containers have helped to directly keep more than 300 million plastic bottles out of oceans and landfills.

About HASA Pool

HASA, Inc. is a leading pro-

ducer and distributor of high quality water treatment products used to sanitize and maintain swimming pools and spas, and water systems and containment vessels for recreational, industrial and municipal end markets. Founded in 1964, the company operates seven plant facilities servicing California, Arizona, Washington, Nevada, Oregon, Idaho, Utah, Oklahoma, and Texas to fulfill its commitment to keeping 20 billion gallons of water Safe, Clean and Clear for homes and businesses across America. For more information, please visit www.HasaPool.com.

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