

CASE STUDY: ELECTRICAL ELITE

*How Electrical Elite Hired a Team in 7 Days
and Reclaimed Control with Contractor AI*



COMPANY OVERVIEW

Electrical Elite is a family-owned and locally operated electrical business serving residential, industrial and commercial clients throughout Ontario.

Fast and reliable electrician services, maintenance, and installation delivered 24/7.

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BEFORE CONTRACTOR AI

Stephen was burned out.

He was doing everything himself. Admin. Scheduling. Customer calls. Site work. No time to train. No space to grow. The stress was building and the business was breaking.

"I was wearing too many hats. Balls were being dropped. I was ready to walk away and get a job."

Here's what he was facing:



No Support Team:

No CSR, no trained admin, no tech team he could rely on



Zero Delegation:

Every task had to go through him



No Systems:

Operations were in his head or in chaos



High Stress, No Margin:

Every day felt like survival

THE CONTRACTOR AI SOLUTION

We brought in a full-stack support package:

Pro Hire AI:

Wrote and launched a hiring campaign to attract, qualify, and onboard key team members



Personal Coaching:

Weekly calls focused on system design, mindset, and operational clarity

Financial & Operational Cleanup:

Streamlined pricing, workflows, and core systems to reduce overhead chaos

THE RESULTS

1. Two Key Hires in 7 Days

"We created the campaign and had a new CSR and lead technician hired within a week. Record turnaround. We're now tapping into more applicants from that same pool."

2. Stephen Got His Time and Sanity Back

He stepped into the owner role instead of staying trapped in day-to-day grind.

"Now I'm doing the high-level work. I'm not buried in admin or on the tools."



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THE RESULTS

> 3. Operational Clarity

Systems replaced stress. Priorities became clear. Leadership replaced reactivity.

> 4. Personal Growth

"It's changed my life. I'm a better business owner now, not just a better electrician."

WHY IT WORKED

Stephen committed

He followed the playbook

He pushed through the messy middle

"I've tried other programs. They didn't move the needle. Contractor AI did."

WHAT'S NEXT FOR ELECTRICAL ELITE

- > Expanding the technician team
- > Scaling with structure
- > Systematizing sales and client experience
- > Building a business that doesn't depend on Stephen for everything

SEE WHAT STEVE HAS TO SAY ABOUT US

"I've spent money on a lot of systems before. This one actually worked. It changed my business—and my life."



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