



## Jay

### Shock Therapy Electric

Shock Therapy Electric is a fully licensed, registered, and insured electrical services company. Family owned and operate business located in the greater Philadelphia area has been servicing residential and commercial spaces as well as new constructions for over a decade.



## Case Study

# It Gets to Be Easy

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## Breakdown

Jay came to me with over 19 years of experience as an electrician working for himself and others. In his time as an entrepreneur, he needed to find the balance between providing his services and managing his back office.

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## Challenges

### *Overwhelm*

- Because he was responsible for every part of the business (servicing clients, managing the paperwork, taking the calls, handling finances,) he often found himself coming home from working IN his business, only to continue working ON his business.

### *Efficiency*

- Constant calls from potential clients interrupted his flow out in the field and were lost in the shuffle before he made it back home to handle their requests.
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## Results

Jay and I not only setup his systems to track expenses, streamline paperwork, and better record services, we were also able to stand up a request form to decrease the number of client calls and dropped balls.