



CUSTOMER SUCCESS STORY

An Electrical Contracting Business Cuts Job Costs by 35% and Grows Revenue by 30% with AI

An electrical contracting business was managing everything manually, losing customers because follow-up was not happening, and watching profits shrink despite being busy. They came to GSDC AI Consulting to sort out how the business operated. Ten weeks later jobs were being scheduled more efficiently, quotes were going out faster, and the business was growing without adding more staff.

50+

Staff Impacted

10

Weeks Engagement

35%

Job Costs Reduced

30%

Revenue Growth

AI for electricians and electrical contracting businesses is helping trade businesses run more efficiently without needing a large back office team. Whether it is a small residential electrical business or a larger commercial contracting firm the daily challenges are the same. Jobs need to be scheduled properly, quotes need to go out quickly, invoices need to be followed up on, and customers need to hear from you after every visit. Most electrical businesses are still managing all of this through phone calls, spreadsheets, and paper job sheets. AI tools for electrical contractors are changing that by taking the admin off the team and giving business owners a clear picture of how the business is actually performing day to day.



The Challenge: Busy But Not Profitable

PROGRAM PROFILE

AI Focus

Field Service Automation & Job Management

Industry

Electrical Contracting & Trade Services

Region

North America & UK

Audience

Business Owners, Service Managers & Field Electricians

The business was busy but not making the money it should have been. Jobs were being scheduled manually and electricians were regularly travelling long distances between jobs when better planning could have saved hours every week. Quotes were slow to go out and by the time customers heard back some had already hired someone else. Invoicing was being done by hand and payments were being chased manually which took up time that should have gone on actual work. And because nobody was following up after jobs were completed a lot of customers were quietly going elsewhere the next time they needed an electrician.

Poor Job Scheduling

Electricians travelling long distances between jobs, wasting hours every week

Slow Quoting

Customers hiring competitors before quotes were even sent out

Late Invoicing

Manual invoice chasing consuming time that should have gone on real work

Losing Repeat Customers

No follow-up after completed jobs meant customers quietly going elsewhere

Consulting Approach: End-to-End Business Transformation

GSDC looked at how the business ran from the moment a job came in to the point it was completed and paid for. They went through how jobs were being booked, how electricians were being sent out, how quotes were being handled, and what was happening with customers after a job was done. From there they focused on the changes that would cut costs and help the business hold onto more of the customers it was already working hard to win.



AI Job Scheduling

Assigns electricians to jobs based on location, availability, and job type to cut travel time and get more jobs done each day.



Automated Quoting

Produces accurate quotes quickly based on job type, materials, and labour so customers get a response before they go elsewhere.



Automated Invoicing

Payment reminders sent at the right time so payments come in faster without anyone having to chase manually.



Customer Follow-Up

Automated messages sent after every completed job with reminders for annual inspections and safety checks.



Job Dashboard

Active jobs, outstanding quotes, unpaid invoices, and electrician productivity all visible in one place.



Practical Training

Simple guides and hands-on training for business owners, service managers, and field electricians.

Implementation Plan: 10 Weeks to Transformation

Weeks 1–2: Discovery & AI Readiness Audit

The team went through job records, scheduling processes, quote history, invoicing data, and customer records to understand where time and money were being lost. By the end of week two they had a clear picture of where the biggest problems were.

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Week 3: Use Case Identification & Business Case

Conversations with the business owner, service managers, and senior electricians confirmed four core issues: inefficient scheduling, slow quoting, manual invoice chasing, and no customer follow-up. These four became the focus.

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Weeks 4–6: AI Job Scheduling & Route Optimisation

An AI scheduling tool was put in place assigning jobs based on location, job requirements, and daily workload. Electricians were no longer crossing town unnecessarily. More jobs were completed each day without longer hours and fuel costs dropped within weeks.

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Weeks 5–8: Automated Quoting & Invoicing

Quotes that used to take hours were now going out the same day. Automated invoicing sent invoices the moment a job was marked complete, with payment reminders following automatically. Cash flow improved within the first month.

5

Weeks 7–9: Customer Follow-Up & Job Dashboard

An automated follow-up system contacted customers after every completed job and reminded them when their next inspection was due. A job dashboard gave the business owner a single view of all active jobs, quotes, invoices, and electrician performance.

6

Week 10: Staff Training & Outcome Review

Training was kept simple and practical with clear guides left with the team. The final week reviewed job costs, revenue figures, quote turnaround times, payment rates, and customer retention to understand what had changed and what to focus on next.

Outcomes: A Profitable, Organised, and Growing Business

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Ten weeks in and the business felt very different. Electricians were spending less time travelling and more time on the tools. Quotes were going out faster and fewer customers were going elsewhere before hearing back. Invoices were being paid more quickly because the chasing was happening automatically. And customers were coming back more regularly because they were being reminded about upcoming checks without anyone having to think about it. AI for electricians had turned a busy but stretched operation into one that was profitable, organised, and growing.

"We were losing money on fuel, losing customers because our quotes were too slow, and spending hours chasing invoices every week. GSDC sorted all of that out. Our scheduling is smarter, our quotes go out the same day, and the invoice chasing just happens on its own. The business is more profitable and a lot less stressful to run."

Business Owner | Electrical Contracting Business | North America ★★★★★



✔ Ready to replicate these results?

Talk to our team about how AI for electricians can work for your business. We will look at where your time and money are going and put together a straightforward plan to help you run a more efficient and profitable operation.

Visit www.gsdCouncil.org/ai-consulting-services