



Chicago Electrician Boosted Sales by 52% in a Down Economy

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Chicago, IL ([PRWEB](#)) July 05, 2011 -- The down economy hasn't slowed SAFE Electrical Service. The Chicago electrical contractor increased its sales 52 percent over last year for one simple reason: customer referrals. Direct customer referrals drive nearly 20 percent of new business, says Charles Otstott, general manager of SAFE Electrical Service. That number doesn't include referrals from other sources, like Angie's List, a subscription service where members submit reviews about service companies in their local area.

What's driving these referrals? Ask Otstott and he'll tell you, "Service is the first and last thing a customer sees and remembers. It is also the defining moment in the referral process."

Contractors use referrals and testimonials as a way to acquire new customers when job prospects are low. As reported in the San Antonio Express-News last April, home remodeling is on the rise, but homeowners are calling in electricians only for the toughest projects. What's more, the weaker activity in the new housing market, according to The Beacon-News, has reduced the demand for electricians.

Actual testimonials from repeat customers like Katie Lynch help differentiate SAFE Electrical Service from other electricians in Chicago: "I highly recommend SAFE Electrical Service for any electrical needs. I worked with Charles for a number of jobs: installing new outlets, fixing old outlets, installing lighting fixtures and bringing electrical service to a new site.

"He is knowledgeable, on time, leaves very little mess and is easy to work with. I expressed my need and we discussed the best way to accomplish the job. Charles gave me a number of options to consider and in the end we came to the best solution for my situation and budget. I will use SAFE Electrical Service again."

The company's goal is to provide a satisfying customer experience, every time. Its attention to detail, strong work ethic and dedication to excellence has helped it to stay competitive, even in a struggling economy.

"Service is a valuable asset to everyone, customer and company alike," states Otstott.

About SAFE Electrical Service (www.SafeElectricalService.com)

SAFE Electrical Service, located in Chicago, Ill., is an electrical contractor with over 20 years' experience in residential and commercial electrical service.

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