



 Housecall Pro

CASE STUDY

POWERMEANS ELECTRICAL TRUSTS HOUSECALL PRO TO CREATE A SEAMLESS CUSTOMER EXPERIENCE

BACKGROUND

Founded over 10 years ago by owner KC Cranford, Austin-based **PowerMeans Electric** has grown from a construction-focused electrical contractor into a service-driven business known for its friction-free customer experience. In its first year, the company generated \$1.5 million in revenue, doubling to \$3 million annually by year three. Over time, PowerMeans strategically shifted away from large construction projects toward residential and commercial service work, which now represents roughly 90% of its business.

THE CHALLENGE

From the start, KC understood that technology would play a critical role in scaling the company. Over the years, he experimented with countless project management and field service management (FSM) platforms, subscribing to many before ultimately canceling in frustration. “My relationship with software tools is complicated,” he shared. “Definitely love-and-hate.”

His frustration stems from the limiting nature of the typical FSM platform. “Most tools either do one thing well when I need something more robust, or they do a lot of things I don’t need,” KC said. “That means I’m paying for features that don’t actually help my business.”





THE SOLUTION

KC eventually turned to Housecall Pro in search of a solution that struck the right balance. He was drawn to its robust CRM and price book features, as well as its ability to create a seamless customer journey, from scheduling to service completion and follow-up. Estimates, invoicing, and fleet management capabilities were additional selling points, helping streamline daily operations for both the office and the field.

What ultimately set Housecall Pro apart, however, was its impact on the customer experience. “The UX for the end customer is all I care about,” KC explained. “This has 100% improved the customer experience.”

With Housecall Pro, KC can send clean, professional estimates to customers before leaving the jobsite, something he considers a major competitive advantage. “Being able to get an estimate to the customer in presentable form before I leave their property is huge. Housecall Pro makes this simple and error-free.”

Ease of use has also been critical. After previously investing hundreds of thousands of dollars to implement another major FSM platform, only to cancel it six months later, KC appreciates that Housecall Pro is “not crazy expensive” and easy for technicians to learn. New hires can quickly get up to speed, and existing techs easily adopt new features as they’re rolled out.

KC also values Housecall Pro’s responsiveness to customer feedback. “There have been numerous times when I’ve suggested a specific feature, and Housecall Pro has added that feature very soon thereafter,” he said.

THE RESULTS

Today, KC proudly considers himself an ambassador for Housecall Pro, having referred at least 10 fellow electricians to the platform. “For the right company, it’s perfect,” he said; proof that the right technology can fuel both business growth and exceptional customer experiences.



**Ready to scale like PowerMeans Electric?
Start your free trial and see how you can do it with Housecall Pro.**

