

Serve Your Customers at the Speed of Modern Business

The digital age has transformed the way business is done. It's changed the way customers find your business, how we communicate with each other, and how we pay the bills. Heck, it's even created new currencies! Electrical contractors have worked hard to transform many homes and businesses to comply with modern standards, but many contractors don't carry that same modern efficiency into the customer experience they provide.

According to Allan Thomas Chiulli, a guest contributor for *TheStreet*, there are five factors of the digital age: reduce friction, enhance the user experience, create collaboration, build community, and generate a two-sided network effect. To paraphrase his article "[5 Things You Need to Know for the Digital Age](#)," every aspect of your service should be easy for your customers. Reducing friction enhances the customer experience and creates collaboration between you and your customers, which builds community, and ultimately creates a two-sided network effect. If you can provide great service at a low price with all the comforts of the digital age (the customer experience), you have the perfect trifecta to generate demand for your services.

How to improve customer experience

Customer experience starts when a customer finds your services to get pricing on an electrical project and typically ends after the customer pays for service or reviews your company online. Efficiency and removing points of friction is at the core of a good customer experience, which is where Project 2 Payment comes in.

Project 2 Payment is a simple and easy-to-use tool to help contractors streamline projects—from project creation to payment. With fast project bidding, versatile billing options, and simple tracking and reporting for projects and invoices, Project 2 Payment provides a smooth experience for your customers while you get to spend less time at a desk and more time in the field.

There's no need to spend nights and weekends catching up on estimates and invoices. With Project 2 Payment, electrical contractors create the estimate right on the spot and email it to the customer for approval before leaving the job site. This starts the collaboration process; the customer isn't waiting for further communication and has all the information needed to make the decision right at their fingertips.

Did you know that [85% of customers prefer to pay by credit card](#)? To make the customer experience easy and efficient, Project 2 Payment converts the estimate into an invoice with a link for the customer to make a down payment or pay in full via a secure payment portal. Once you receive payment, it's tracked under the customer and the project to make reporting easy.

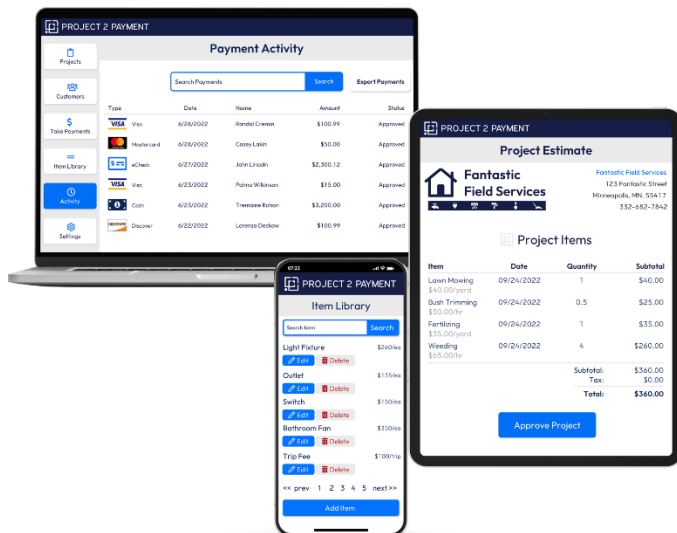
PROJECT 2 PAYMENT

Ready to get started for free?

For a limited time through the Electrical Association, you can get Project 2 Payment for free! To learn more visit: www.project2payment.com/electrical-association. Want to know if your company is providing a digital age-worthy customer experience? Take this 2-minute quiz to find out: www.project2payment.com/cx-quiz.

PROJECT 2 PAYMENT

Simplify your customer experience with a project estimation and invoicing tool that works as hard as you do.



To learn more, visit:

www.project2payment.com

Or contact

Ryan Beck

ryan.beck@project2payment.com

855.447.7541