

CASE STUDY | Lloyd's Electric Service

Lloyd's Electric Service is a family-owned residential and commercial electrical service and maintenance company. Founded in 1982 by Jim Lloyd, three generations have carried on his commitment to treating customers with honesty, superior work, and safety.

When Doug Lloyd, President of Lloyd's Electric Service, was approached by Crestcom he was initially hesitant. "I have dealt with outside consultants a couple of times in the past and the benefits were less than stellar," says Doug. "But I recognized that we were somewhat struggling with growth and that additional training for my team leaders may be exactly what we needed."

Doug decided to sign up for the initial Leadership Skills Workshop to get a preview of Crestcom's leadership development program and determine whether or not it would be a good fit for Lloyd's Electric Service. "Right away, I saw how it would help us overcome our growing in-house problems in an ever-changing market," recalls Doug. "So I enrolled myself and five of my department heads in the program."

Doug and his team found great value in spending half a day off-site every month, where everybody could speak freely and learn from their peers in class.

One of the first classes Doug and his team attended focused on dealing with dissatisfied customers, which was something they had struggled with for years. "There just isn't a lot of structure out there on how to deal with customer issues," says Doug. "We hadn't brought anybody in to teach us how to deal with that sort of thing. It used to be that, you got a disgruntled

"You can't go wrong with giving it a shot. Pick four or five of your most important people and send them to the class and see what happens for you. It is hard to get somebody to take that on a leap of faith, but I'm telling you it works. It certainly has worked for us"

Doug Lloyd
President



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customer on the line, and you would just apologize for the service failure right off the bat."

The team took what they had learned back to the office and trained the staff to take each and every step out of the class and apply them as customer issues came up. They started to see very tangible customer satisfaction improvement almost immediately. "That's probably the most important thing we do," explains Doug. "We do about 150 projects a month, so we're going to have half a dozen people who have questions or issues. Bringing them back to repeat business and refer us to others is top priority."

"Any time you bring in outside contractors or consultants where there's a fee involved, it's tough for a business to take that on faith. You're buying a product that doesn't have tangible results like buying a vehicle or a policy," admits Doug. "But Crestcom gave us the tools to deal with some issues that we were having in-house, as well as really getting some different perspectives and ideas on our business and how we could work to improve it."

As Doug and his team were beginning their leadership development training, they were also transitioning to a new business structure. The team was taking steps to move from running the business like a "mom and pop shop" to operating more like a medium-sized business organization. Applying his leadership training, Doug assigned each of his department heads a number of responsibilities and set expectations to hold them accountable. After each class, they would meet to discuss how to apply the most important tools to their business. Then, every Wednesday afternoon they held a 2 hour team meeting to brainstorm where they wanted to go and apply that to the strategic plan.

"I won't give Crestcom all the credit because my guys work really hard," says Doug. "But it gave us the tools to deal with issues that we had and it got the creative juices flowing. Right now my bottom line is up 180% over this time last year. Now, that's got to be a good thing for any industry!"

"Applying what we learn in class to what we do in the real world absolutely works. Anybody who doesn't get something out of this class isn't applying themselves. You have to go in there with an open mind and be willing to think outside the box," Doug recommends. "Sometimes I don't even think we can find the box anymore because we've seen some incredible changes for the way we do things. Now, we're very much the elephant in the room in our area. Everybody is watching us to see what's going to happen."



About Crestcom

Crestcom International, LLC is an international interactive leadership development and sales training organization that has trained more than 1 million leaders representing 20,000 businesses in 60 countries across the globe.

Crestcom does this through a unique blend of live-facilitated multimedia video, interactive exercises, and shared learning experiences, followed up by action plans and accountability sessions to ensure measured development in key leadership competency areas.