



CUSTOMER SUCCESS STORY

TRUST YOU CAN COUNT ON.

How S&E Electric turned a difficult ceiling-fan project into a long-term customer relationship built on problem-solving, responsiveness, and trust.

2026

S&E ELECTRIC • CALIFORNIA C-10 LICENSE #1089217

Reliable. Responsive. Professional.

We Keep Your Projects Moving.



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A concise customer case study following a clean, evidence-led structure.

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THE CENTRAL IDEA

A great electrical contractor does more than complete the job.

They solve problems, communicate clearly, protect the customer's home, and earn the trust to be called again.



More Than an Electrical Contractor

A difficult access problem became the first step in a long-term customer relationship.

When Kathi needed two ceiling fans replaced in her home, the project looked simple on paper — but her 24-foot vaulted ceilings made access a significant challenge. After speaking with multiple contractors, she found that most were unwilling to take on the work.

Steven of S&E Electric approached the project differently. He visited the home, evaluated the challenge, discussed options, and worked with Kathi on a practical scaffolding solution. The project was completed successfully — and the relationship continued.

A TRUSTED ELECTRICAL PARTNER

24 FT

VAULTED CEILINGS

A challenging project most contractors wouldn't take on.

WHAT HAPPENED NEXT

- Portable generator outlet
- Tesla charging unit
- Emergency electrical restoration after tree damage

"I trust him completely with my home and that's a big deal for me."

— Kathi, S&E Electric Customer • 2026

When the Job Is Hard, Find a Way

The first project was a ceiling-fan replacement that many contractors were unwilling to take on.

THE INITIAL CHALLENGE

Kathi needed a couple of ceiling fans replaced, but the home's 24-foot vaulted ceilings created an access problem. Contractors she contacted largely declined the project.

KATHI'S WORDS

"Everyone who I had talked to pretty much said no."

THE TURNING POINT

Steven came to the home and was the only person willing to offer solutions. Together, they worked out a compromise involving scaffolding, making the project practical and allowing the work to move forward.



THE RESULT

The fans were installed. The customer was happy with the result.

And S&E Electric earned something more valuable than a completed invoice: the customer's trust.



Problem-Solving Is Part of the Service

S&E Electric's value in this story was not simply installing the fans — it was finding a workable path to the finished project.

1

LISTEN

Understand the customer's goal, the property, and what is making the project difficult.

2

EVALUATE

Look at access, existing conditions, equipment, and practical limitations before deciding what can be done.

3

SOLVE

Work with the customer to develop a reasonable solution instead of defaulting to "no."

4

FOLLOW THROUGH

Show up, communicate, complete the work, and leave the customer confident in the result.

"Steven came to my home and he was the only person who was willing to offer some solutions to accomplish the project."

— Kathi

This case reinforces a simple principle: customers remember how a contractor responds when a project is inconvenient, unusual, or difficult. A solution-oriented first visit can change the entire relationship.



The First Job Wasn't the Last

Kathi's experience expanded from one difficult project into repeated use of S&E Electric for important electrical needs.

01

Ceiling Fans

24-foot vaulted ceilings; scaffolding solution.

02

Generator Outlet

A new outlet for a portable generator.

03

Tesla Charger

Installation of a Tesla charging unit in the garage.

04

Emergency Repair

Electrical restoration after a tree damaged the ADU connection.

WHY THIS MATTERS

Kathi did not simply hire S&E Electric again. She chose S&E Electric again — because the first experience established confidence in the people doing the work.

Responsiveness Builds Confidence

For Kathi, communication and reliability were just as important as the electrical work itself.

Kathi describes responsiveness and follow-up as qualities that are sorely lacking in her area. Her experience with S&E Electric has been the opposite.

KATHI'S EXPERIENCE

- Calls — Returns calls immediately
- Schedule — Shows up on time
- Commitment — Does exactly what he says he will do
- Trust — Customer is comfortable leaving a key to the home



"I just can't say often enough how important this is and how much I appreciate him for this."



When an Emergency Happened, S&E Responded

The most significant project in Kathi's story came after a tree fell on her ADU and damaged the home's electrical connection.



THE EMERGENCY

Kathi called Steven after a tree fell on her ADU and ripped the electrical connection away from the main house. She says Steven arrived within approximately 15 minutes of her call to assess what needed to be done.

He worked with the PG&E lineman who came to shut off the power, then spent approximately two hours or longer removing the damaged material and getting the wiring safely back where it belonged so power could be restored.

APPROX.

15 MIN

RESPONSE TO THE EMERGENCY CALL

Coordinated with utility response • Made the system safe •
Restored the electrical connection

"He was amazing, he showed up at my house within 15 minutes of my call to see what needed to be done."

— Kathi



Why Choose S&E Electric

The company behind the customer experience.

WHY CHOOSE S&E ELECTRIC

- We solve problems others won't.
- We communicate and follow through.
- We respect your home and time.
- We stand behind our work.
- We're there when you need us most.



KATHI'S FINAL RECOMMENDATION

"I would tell others that they absolutely can't go wrong choosing S&E for any of their electrical needs. If you're looking for someone who will take care of your home, call and show up when they say they will and give you a fair price, they are, hands down THE best choice and my only choice."

— Kathi

ABOUT S&E ELECTRIC

S&E Electric is a local, family-owned and operated electrical contractor based in Auburn, California. We provide quality electrical work, clear communication, and dependable service for homeowners, builders, and commercial customers throughout Placer County.

LET'S WORK TOGETHER

FREE PROJECT CONSULTATIONS & ESTIMATES

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