



THE CONTRACTOR:
JOSH CANEPA, POWER AMP ELECTRICAL

Empowering Electricians

MIDDY'S TRADE DIRECTORY, CONNECTING ELECTRICIANS WITH RELIABLE WORK

In the busy world of electrical retail, providing connections between customers and trusted contractors is key. The Trade Directory at Middy's Hoppers Crossing is testament to this, as demonstrated by a recent job opportunity with Josh Canepa from Power Amp Electrical.

It all started when a customer bought a pendant in branch and enquired about the need for an electrician to install it in their home. This sparked the opportunity to refer the customer to Middy's Hoppers Crossing Trade Directory. As luck would have it, while she was browsing the directory, Josh Canepa, a regular Middy's Hoppers Crossing customer and owner of Power Amp Electrical, walked into the branch. Branch Manager, Dan Lennon, seized the moment and introduced the two, creating an instant connection. Upon further interaction with the customer, it was discovered that she also required strip lighting. Thankfully the Strip Lighting Display in the branch, provided her with a physical representation in situ.

Recognising Josh's expertise and credibility as a trusted electrician in the Trade Directory, the customer felt immediately confident in his abilities. Impressed by his qualifications, she knew he was the right person for the job. This certainty led to Josh being assigned the job. After successfully installing the pendant and strip lighting, Josh was asked to upgrade the customer's switches. This led to more business for Josh and positive feedback from the customer, praising the exceptional service from both Middy's staff and Josh.

The positive feedback highlighted the importance of great service in building customer loyalty. The Trade Directory, known for facilitating connections between residential customers and trade, has become essential for customer satisfaction at Middy's Hoppers Crossing. It's not just a tool, it's a way to foster trust, build relationships and drive sales for our electrical trade. By using this resource, Middy's Hoppers Crossing has improved customer service and continues to forge opportunities for its trade customers.



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The Middy's Hoppers Crossing Trade Directory has provided me with opportunities to help fill my days with odd jobs, as well as pick up some service work from HPM Legrand. I now only need to subby out one day a week and maybe less in the future.

**- Josh Canepa,
Power Amp Electrical**

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