

CONSUMER
CHOICE AWARD
2018
SOUTHERN
ALBERTA

SOUTHERN ALBERTA CONSUMERS MEET WITH... DENNY VANNUS *from* 4 STAR ELECTRIC LTD.

4 Star Electric Ltd. is a five-year Consumer Choice Award winner in the category of Electrical Contractor in the region of Southern Alberta. The company has been in business since 1989, and is Southern Alberta's leader in Residential and Commercial Electrical Service.

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WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST? It is an honor for 4-Star Electric to receive this year's Consumer Choice Award. This is our fifth time to winning this award. It is nice to be continually recognized by consumers. We work hard to provide great service to our customers, and this award confirms that our clients are happy and appreciate that service quality.

WHAT SETS YOU APART FROM YOUR COMPETITORS? All of our people care. From the time when a customer service representative answers the phone to when an electrician completes a job, our team demonstrates that they care about our clients. Our clients are always greeted with a warm smile. We want our clients to feel calm and relaxed because often, they are calling us in some kind of distress or great inconvenience. We are empathetic and recognize they need reassurance that the problem can be addressed.

Another aspect of our company, which sets us apart is that, we are a family company, which has been in business since 1989. My brothers and my dad and I have built the company together with a family culture. This isn't something that happens by chance. We are quite intentional about creating that culture. We treat our employees like family members, and that overflows into our team treating our clients like family too.

HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD? Our clients' experience is #1 for us, and we will keep trying to improve every aspect of what we do. We are always looking for ways to tweak things to enhance the client experience. The fact that we have won the award five times speaks to the fact that we never want to rest on our laurels. We really believe in continuous improvement.

WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS? Several years ago, we decided to give up serving the large new construction commercial business part of the market. We still provide service to businesses, but we no longer get involved with the new construction side for large, commercial businesses. Those are large projects usually have a single client which is a large company. We made a conscious choice to pursue work where we deal directly with clients. This was a substantial shift and we gave up a large area of revenue to focus our efforts on residential and business service. We don't do the same volume of revenue but we have a higher level of satisfaction with the work that we do. Our efforts are being appreciated by our clients. I think this is really about us re-aligning our values with our clients. We love people! We experience great satisfaction from dealing with people face-to-face and providing solutions for their electrical systems.

BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP? We serve Calgary and the Greater Calgary area. We have a total of 28 staff, and we want to continue to expand. However, we want to grow slowly so that we can retain the high level of client service that we provide. We don't want to lose the family feeling.

GETTING TO KNOW DENNY VANNUS

MY BUSINESS MOTTO IS... Serve people how you want to be served.

WHAT I LOVE IN MY JOB IS... Serving people, communicating with them, and solving their problems.

RECENTLY I LEARNED... It's a good day... to have a good day!

MY BIGGST SUCCES IS... My biggest success is watching our people being successful. Whether it is our technicians or our customer service reps, I like to see them growing in their jobs and getting fulfillment from what they do well.

DURING MY SPARE TIME I LIKE TO... During my spare time, I like to spend time with my family relaxing. I also enjoy playing golf and skiing.

IF I COULD OWN ONE WORD IN MY CONSUMERS' MIND... Serve.

MY BIGGST MISTAKE... My biggest mistake was trying to do too much at once and not focusing on people. Because I handle operations for the company, I look after a wide range of functions to run the business, and I have to remind myself frequently to stay focused on the priority for us, which is to serve the clients in the best way possible.

DAILY I ALWAYS TRY TO... Daily I always try to motivate our team to keep their positive attitude. When our people have a positive attitude, it impacts every aspect of what they do, and it is also picked up by our clients.

IN MY IPOD YOU WILL FIND... That I have a fairly eclectic collection of music, but I lean towards contemporary music and tunes from the 90's.