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Saunders
ELECTRIC LTD



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- Brittany Saunders



Saunders Electric Ltd.



Line of business: Service

Products used:

- ICT 250
- Moneris GATEWAY





Saunders Electric is a 3rd generation, family-owned, commercial and residential electrical service company located in Prince Albert, Saskatchewan. The business has been operating since 1956 and continues to be a well-known company throughout the community and much of Northern Saskatchewan.



The mission of Saunders Electric is to be ready to serve customers by providing them with access to the most advanced and cutting-edge electric solutions. Saunders Electric believes one of the most important aspects of the business is being transparent about every task. Our company focuses on educating our customers so that we can do things the right way the first time. This keeps our customers happy and helps them remain satisfied with their choice to trust us long into the future.

- Brittany Saunders



Background

Located in the beautiful northern city of Prince Albert, Saskatchewan, Saunders Electric is a business many locals have grown to know and love for over 66 years. This business is one that has been passed through generations and continues to thrive because family is at the heart of every decision made at Saunders Electric.

Brittany Saunders is one of three children of the current owners, Don and Delores Saunders. She tells the story of the business. Brittany's grandfather, Don Saunders Sr. founded Saunders Electric in 1956, after returning from WWII. His son Don Saunders Jr. found himself surrounded by his five sisters growing up. As the only boy, Don Jr. spent his youth observing at his father's electrical shop. Don Jr. went to trade school and apprenticed with his dad throughout the late 70's and 80's. He left high school early to work because of the high demand for electricians during the 80's in the Prince Albert area.

Don Jr. took over the business in the early 90's after Don Jr. married Delores, his high school sweetheart in 1987. It was not long until they were operating the company as a team. Until today, there has been success along with many challenges on their journey. Years ago, Don Jr. and Delores' son Quinten fell into a campfire as a toddler one summer. The incident sent Delores and Quinten away to the university hospital in Saskatoon for months while he underwent treatments and recovered. Until today, Don Jr. remembers Delores having to return to Prince Albert every second Thursday to do payroll. The terrifying calamity taught the family that strength and perseverance are what holds both, a business and family together. The family overcame this tragedy with grace and since, Saunders Electric has continued to grow.

Today, the company is recognized as the family-owned business that continues to assist and pioneer in various areas of the electrical trade. Saunders Electric serves several places such as government buildings, homes and schools. The company does a lot of contractual work in addition to over-the-counter sales at their storefront. The electricians start their day by going to the sites. Meanwhile at the office, there is always someone there to answer inquires and provide information to customers. In Prince Albert, Saunders seems to be the only electrical company that sells and services electric motors. Electric motors have become a major component of the business because of the large amount of farmland and industrial operations in this area of Saskatchewan. "People will call us if their furnace stops working or their farm equipment stops working and are in need of replacement motors or diagnostics in a hurry," says Brittany.

Today, Brittany assists on business development, sales, marketing, and communications for the company. She has been closer to home and Saunders Electric after spending the majority of her younger years travelling across Canada and beyond. Interestingly, Brittany believes that travelling has given her a clear understanding of the opportunities at home and within the business. Her younger brother Quinten works for the company and is a newly qualified journeyman electrician.

Brittany talks about some of her fond memories of coming to work with her parents at only three-years-old. "I remember my grandfather coming in and teaching me how to strip wire to make sunglasses and bracelets. I would use a vice and enjoyed experimenting with it as a young girl," she says. "On days off from school, I would often help my mom by matching purchase orders together or sealing envelopes when there was a lot of mail to be sent out." She explained that her role as a child was to help with odds and ends.



Moneris has been honest about their solutions and the prices associated with them. We know exactly what services cost and we are confident that there will be no surprises.



- Brittany Saunders



Purpose

"A huge part of electrical work is taking time to understand the details of the project in order to give customers accurate quotes from the very beginning to achieve the desired result(s). The practice is a leading priority of the company," says Brittany. Saunders Electric ensures they are consistent through each procedure because of the volume of service calls they receive. The company prioritizes and responds depending on how urgent the situation is. Sometimes there are delays because of product shortages, but the family focuses on ordering items far in advance, so they don't have to inconvenience their customers. Saunders Electric has many parts in stock that are in demand because of the company being in business for several years. "People come to us for all kinds of odds and ends just because we have built up our own unique inventory and knowledge over the years," says Brittany.

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Why Moneris?

Saunders Electric chose Moneris® due to key solutions that interested them. Saunders noticed Moneris offered advanced technological solutions such as Moneris Gateway, which lined up with the business' goal of using advanced technology to make the customer experience as smooth as possible. "Moneris has been there to support us with ground-breaking technology available at competitive prices, which has allowed our business to excel," says Brittany.

Using Moneris Gateway has made it possible to offer contactless payment options. It also made processing payments more efficient, especially for large items that can cost thousands of dollars and have to be ordered months in advance with deposits, etc.

Brittany says she is grateful that customer representatives are there to answer any questions and sees them as an 'added bonus' from using Moneris as the company's payment solution. "Moneris has been honest about their solutions and the prices associated with them. We know exactly what services cost and we are confident that there will be no surprises," says Brittany. "Moneris payment solutions are available and right there when we need them."

Looking forward

As Saunders Electric continues, they have the desire to evolve with digital transformations and implement more technological programs to ensure they continue to be an efficient service to those who need them. Saunders Electric also has plans to implement an inventory management system that includes bar codes and other precise measures to track inventory that goes in and out of their system. "In the future, there is opportunity for the business to further use Moneris to help us sell products through an online store to offer our customers more options to purchase products and pay for services," says Brittany.

All in all, two parts of the business that will not change is the family and the community in Prince Albert. These are the wheels that keeping the business moving forward each day.





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