

ORVX.AI

THE ELECTRICIAN'S GUIDE TO AI

You'll rewire a house perfectly and lose the job because the quote went out on Thursday.

Where a sparky's week actually goes, why you're losing the jobs you already quoted, and how to be the electrician Google trusts in your area.

Written by ORVX AI, the AI specialists for Australian tradies. September 2026.

WHERE YOUR WEEK GOES

You're an electrician for 30 hours a week. The rest is quoting, chasing and certificates.

Electrical work has more quotes per job won than most trades, and more paperwork per job done. Count it honestly.

THE JOB THAT ISN'T THE JOB	WHAT IT ACTUALLY LOOKS LIKE	HOURS A WEEK
Quoting	Switchboards, rewires, EV chargers, solar add-ons. Every one needs a site visit and a write-up	4 hrs
Missed and returned calls	In a roof space, at a switchboard, on a ladder	3 hrs
Certificates and compliance	Certificates of electrical safety, test results, notices to the distributor	2 hrs
Invoicing and chasing	Sent late, chased by hand, paid slowly by builders	2 hrs
Scheduling and materials	Reshuffling for the emergency, ringing the wholesaler, running back for the part	2.5 hrs
Customer updates	'What time', 'is the power going off', 'when will it be done'	1.5 hrs
Marketing you meant to do	Reviews not asked for, no posts since March	1 hr
Total	Time you are not billing	16 hrs

16 hrs

a week off the tools, before you've fixed a single thing on site

768 hrs

a year. That's 19 full working weeks of admin

\$48,000

a year at \$125/hr, if only half of those hours became billable time

These are estimates for a typical 1 to 10 person electrician business, not a measurement of yours. Put your own numbers in. Most owners who do this find they were guessing low.

An electrician who spends four hours a week quoting and wins one in four hasn't got a pricing problem. He's got a follow-up problem, and it's costing him three site visits a week.

PLAIN ENGLISH

What AI actually is, and what it isn't

For a electrician, AI is a fast, patient office worker who never sleeps, never gets sick of the same question, and can read, write and talk in plain English. That's the whole definition.

What it does well

- Answers the phone and texts when you can't, and takes the job details properly
- Writes the follow-up you keep meaning to send
- Turns a voice note into a quote, a job note or a site diary entry
- Sorts enquiries so the tyre kickers don't cost you a site visit
- Sends the customer updates you'd send if you had the time
- Drafts your Google posts, reviews replies and job photos captions

What it can't do

- Fix cashflow. It can chase invoices, it can't make a builder pay retention
- Find you a good apprentice
- Do the work. Nobody's software is picking up a shovel
- Replace your judgement on a price, a variation or a dodgy client
- Work without a system. If your jobs live in your head, start there
- Sign off on a certificate of electrical safety or a test result. That stays with you and your licence

Three myths that cost electricians money

- 01** "It's too expensive for a business my size." The tools you already pay for (job management, Xero, your phone plan) mostly have AI features switched off. Most of the wins in this guide cost nothing or under \$100 a month.
- 02** "My customers want to talk to a person." They want an answer. A text back in 30 seconds beats a callback at 6pm every time. You still ring them. You just ring them before your competitor does.
- 03** "I'm not technical." If you can send a voice note and read a text, you can run every system in this guide. The setup is the only hard bit, and it's a one-off.

AI doesn't replace the tradie. It replaces the two hours of admin the tradie does after dinner.

FIX THESE FIRST

Five leaks to plug before you buy anything else

In order. Number one is worth more than the other four combined for most electricians.

01 Quote follow-up that actually happens

You do the site visit, you send the quote, you hear nothing. Three quarters of those people haven't said no. They've forgotten. Three follow-ups over ten days, sent automatically, wins jobs you've already paid for with a site visit.

Do this: Write the three messages once. 'Just checking you got the quote', 'happy to walk through it', 'we've got a spot open next week'. Automate them.

02 Missed-call text-back

Half your calls come while you're on the tools. The text-back captures the job details and tells them when you'll ring. It's the difference between a lead and a missed call.

Do this: Switch it on in your job software or a \$30 a month tool. Do it today.

03 Quotes from a voice note, priced by you

Walk the job, talk through what it needs. AI turns that into a written quote with your standard inclusions, exclusions and safety notes. You add prices from your rate sheet and send from the van.

Do this: Build templates for your top ten jobs: switchboard upgrade, EV charger, rewire per room, downlights per point. AI fills them.

04 Certificates pre-filled from the job

Compliance certificates take the same information you've already entered in the job record. AI pre-fills the certificate, you check the test results and sign. Ten minutes becomes two.

Do this: Check whether your job management software already does this. Most sparkies never set it up.

05 Builder invoices that chase themselves

Builders pay slow. Automated reminders at 7, 14 and 21 days, with a statement attached, get you paid weeks earlier without a single awkward phone call.

Do this: Switch the reminders on. Add the job number and PO to every invoice automatically.

THE ELECTRICIAN'S PROBLEM

The high-value jobs have changed. Your marketing hasn't.

EV chargers, solar and batteries, switchboard upgrades and smart home work are the jobs that pay. They're also the jobs where the customer researches for weeks before ringing. That research is happening on Google, and someone's page is answering it.

What the customer is asking Google

- How much does an EV charger installation cost?
- Do I need a switchboard upgrade for solar?
- Why does my safety switch keep tripping?
- Can I add a battery to my existing solar?
- Is my old switchboard dangerous?

Whoever answers these plainly, on a page with their suburb on it, gets the enquiry when they're ready. AI can write those pages from a five-minute voice note of you explaining it the way you would at the door.

What happens when they enquire

- They fill in your web form at 9pm
- You see it at 7am, ring at lunch
- They've already booked the sparky who texted back at 9:02pm

An AI assistant on the web form replies in seconds, asks the four qualifying questions and books the site visit into your calendar. You wake up to a booked job, not an enquiry.

The maths on quote follow-up

YOUR NUMBERS	EXAMPLE	YOURS
Quotes you send a week	10	
Won now	3 (30%)	
Won with automatic 3-step follow-up	4 (40%)	
Average quote value	\$1,800	
Extra revenue a week from work you already quoted	\$1,800	
Over 48 working weeks	\$86,400	

Example figures, not a promise. A ten-point lift in win rate from follow-up alone is common because most people never follow up at all. Track yours for a month and you'll know.

The sparky with the best price doesn't win the switchboard job. The one who followed up on Tuesday does.

QUOTING AND BUDGETING

Quotes priced off today's material prices, not last year's list

Most electricians quote from memory, a stale price list and a gut feel. Then materials cost more than the quote said and the margin disappears.

How automated quoting works

1. You describe the job by voice note on site, with photos. "Switchboard upgrade, 12 circuits, RCBOs on all, new main switch, surge protection, label and test."
2. AI builds the scope and material list from your own templates, with your standard inclusions and exclusions.
3. Prices come from live sources: your trade supplier price files (Rexel, L&H, MMEM, your Bunnings PowerPass) and current retail pricing for the odds and ends. Priced on the day.
4. Labour comes from your rate sheet. AI applies it, you adjust it.
5. You check it and send it, with a price validity date, so if copper or timber moves next month you're covered.

Budgeting and job costing

Once the quote is built from real line items, the budget exists automatically. As invoices and timesheets come in, AI matches them to the quote and tells you mid-job whether you're on margin or bleeding. For a sparky the value shows up on the bigger jobs: rewires, solar add-ons and commercial fit-outs where the material list is long and the prices move.

What the materials line looks like

ITEM	PRICED FROM	EXAMPLE
12 x RCBO 20A	Rexel trade price file	\$720
Switchboard enclosure and chassis	L&H	\$260
Main switch, surge diverter	Rexel	\$190
Cable, lugs, labels, consumables	MMEM	\$110
Distributor notification and CES	Your rule	\$0
Labour: 6 hours	Your rate sheet	\$750
Contingency for old wiring found	Your rule	\$150

Example items and figures, not a price list.

Where it breaks

It prices materials accurately. It doesn't price what's behind the wall, so keep your contingency. Retail and trade prices differ, so use your trade accounts. Prices move, so the validity date isn't optional. And your labour estimate is still yours: AI applies your rates, it doesn't know how slow that client's driveway is.

A switchboard quote built from Tuesday's prices and sent Tuesday night beats a better sparky who sent his on Friday.

MORE LEADS

Where your next 20 jobs are already sitting

You don't need more traffic. You need to stop losing the enquiries you already get. Then you need Google to trust you. In that order.

1. The leads you're already losing

Missed calls, web forms answered the next day, quotes never chased. Pages 4 and 5 cover them. The short version: reply in under five minutes, follow up three times, and you're usually the only one who did.

The one most electricians forget: old customers. Every customer you've done a switchboard or safety check for is due a test-and-tag or a smoke alarm check on a date you can predict. AI sends the reminder, you get the job.

2. The leads you're not getting yet

- **Google Business Profile.** Most electrician searches end in the map, not the website. Your profile needs 50+ reviews, weekly photos and a post a week. AI drafts the posts and the review replies.
- **Review requests on autopilot.** A text two hours after job completion, with the direct review link. No asking, no forgetting.
- **Referral partners.** Builders, plumbers, real estate property managers, solar retailers and air conditioning installers all need a sparky they can trust. Weekly. A monthly check-in message to each of them, drafted for you, keeps you top of mind.
- **Directories with a purpose.** hipages and Airtasker are pay-to-play and everyone's on them. Use them to fill gaps, not as the plan.

What "lead qualification" means for you

Before you drive to a site visit, you want to know four things: what the job is, where it is, whether it's urgent, and whether they own or rent. An AI assistant on your phone or web form asks those four questions the moment someone enquires and puts the answers in your job system. You only ring back the ones worth ringing.

Your next twenty jobs are the twenty quotes you sent last month and never chased.

RANKING ON GOOGLE

How a electrician actually gets to the top of Google

Nobody is searching "best electrician in Australia". They search "electrician near me" at 7:40am, ring the first one that answers, and never look at page two. Local SEO for a electrician is a map problem first and a website problem second.

The map pack (do this first)

- ☐ Claim and fully complete your Google Business Profile: every service listed, every suburb you cover, hours, licence number
- ☐ Get to 50 reviews, then 100. Ask every single customer, by text, same day
- ☐ Reply to every review within 48 hours. AI drafts it, you approve it
- ☐ Upload 3 to 5 real job photos a week. Phone photos, not stock
- ☐ Post once a week: a job, a tip, a before and after
- ☐ Same business name, phone and address everywhere online. Any mismatch costs you

The website (do this second)

- ☐ One page per service you want to be found for, not one page listing everything
- ☐ One page per main suburb or area you work in, with real jobs from that area on it
- ☐ Phone number tappable at the top of every page on mobile
- ☐ Loads in under 3 seconds on a phone. Test it on your own
- ☐ Answers the questions customers ask you on the phone. AI can turn your voice notes into those pages

What people actually type

SEARCH	WHAT THEY WANT
electrician near me	Ready to book, ringing the first one that answers
emergency electrician [suburb]	Power's out, wants you now
EV charger installation [city]	High-value, researching, wants a price range
switchboard upgrade cost [city]	Researching, will enquire with whoever explained it
safety switch keeps tripping	Problem search. The page that explains it gets the call
level 2 electrician [suburb]	Specific, licence-driven, low competition

Build a page or a Google post around each of these. Use the words your customers use, not the words your supplier uses.

Where AI fits in SEO

It won't rank you. It removes the reason you never did the work: it drafts the suburb pages from your job notes, writes the weekly post from your photos, answers reviews, and keeps the whole thing running when you're flat out. The photos and the reviews still have to be real.

Nobody googles 'electrician'. They google the problem. Rank for the problem and the call comes to you.

MARKETING

Marketing that takes 20 minutes a week, not your Friday

You already make the best content in your industry every day. It's called your work. The only reason it never gets posted is that posting takes time you don't have. That's the exact job AI is for.

The 20-minute system

- 01** Monday to Thursday, on site: take one photo or a 10-second video per job. Before and after if you can. Send it to a WhatsApp group or folder with a one-line voice note.
- 02** Friday, 20 minutes: AI turns the week's photos and voice notes into a Google post, a Facebook post, an Instagram post and a review reply or two. You read them, fix anything that doesn't sound like you, hit approve.
- 03** Once a month: one longer piece. A common problem you fixed, explained the way you'd explain it to the customer. That becomes a website page and gets you found.

Posts that work for electricians

- Old switchboard versus new, side by side, with why it mattered
- The safety switch tripping mystery, solved. What it was
- EV charger install with the make of car in the caption
- 'Found in the roof' photos. Every sparky has a folder of these
- One-minute video: what a safety switch actually does
- Review screenshot with a thank-you and the suburb

Rules that stop you sounding like every other tradie page

- Show the mess before the finish. Customers trust the before photo more than the after
- Name the suburb. "Bathroom reno in Belconnen" gets found. "Another great job" doesn't
- Explain one thing. What went wrong, why, what you did. That's the whole post
- Never post a stock photo. One real photo of your ute beats ten of someone else's
- Read every AI draft out loud once. If it doesn't sound like you at the counter, change three words

Your job photos are the marketing. AI is just the bloke who finally posts them.

START THIS WEEK

Your first 30 days

Most of this uses tools you already have. Don't buy anything new until week three.

Week 1: stop the bleeding

- ☐ Switch on missed-call text-back. Your job management software or a \$30/month tool does this
- ☐ Write your three quote follow-up messages once. Set them to send automatically at day 2, 5 and 10
- ☐ Set a review request text to send after every completed job

Week 2: get found

- ☐ Complete every field on your Google Business Profile
- ☐ Upload 10 real job photos. Reply to every existing review
- ☐ List every suburb you work in as a service area

Week 3: give your evenings back

- ☐ Start sending voice notes instead of typing job notes. Use AI to turn them into text in your job system
- ☐ Use AI to draft your quotes from a voice description of the job. Connect your supplier price lists so the materials line is priced on the day
- ☐ Put every smoke alarm and safety check customer on an annual reminder

Week 4: make it run without you

- ☐ Set up the 20-minute Friday content routine
- ☐ Put an AI assistant on your web form or WhatsApp to ask the four qualifying questions
- ☐ Measure: missed calls, quotes sent, quotes won, reviews. Four numbers, once a week

Tools worth knowing (we don't sell any of these)

JOB	OPTIONS ELECTRICIANS USE	COST
Job management, quotes, invoices	ServiceM8, Tradify, simPRO, AroFlo, Fergus	\$30 to \$150/mo
Missed call text-back, review requests, follow-ups	Your job software if it has it, otherwise a CRM like GoHighLevel or Podium	\$0 to \$100/mo
Voice notes to quotes, posts, replies	Claude, ChatGPT, or the AI inside your job software	\$0 to \$30/mo
Phone answering when you can't	AI receptionist (many options), or a human answering service	\$50 to \$300/mo
Connecting it all so it runs itself	Your job software's built-in automations first. Then Zapier, Make or n8n if you need more	\$0 to \$50/mo

Switching everything on yourself works if you've got a spare weekend and patience. Most owners get to week two and stall. That's normal. Pick the one fix worth the most to you, finish it, and only then start the next.

STEAL THESE

The messages. Copy them, change the name, send them.

Every system in this guide runs on a handful of texts. Here they are, written for a electrician. Put them in your job software as templates and they send themselves.

Missed-call text-back (sends 20 seconds after a missed call)

Hi, it's [your name] from [business]. Sorry I missed you, I'm on a job. If it's urgent reply URGENT and I'll ring you within 15 minutes. Otherwise reply with your suburb and what you need and I'll call you back before 5.

Review request (2 hours after job done)

Thanks for having us today [first name]. If you were happy with the switchboard upgrade, a quick Google review helps us more than you'd think. Takes 30 seconds: [review link]. And if anything's not right, reply here first and I'll sort it.

Quote follow-up 1 (day 2)

Hi [first name], [your name] here. Just checking the quote for the switchboard upgrade came through OK. Any questions on it, ring me or reply here.

On the way

Hi [first name], [your name] from [business] here, I'm about 20 minutes away. See you soon.

Quote follow-up 2 (day 5)

Hi [first name], happy to run through the quote if anything's unclear, or I can break it into stages if that helps. No pressure, just want to make sure you've got what you need to decide.

Weather or delay reshuffle

Hi [first name], a power-out job's come in and I can't make it today. I've moved you to [new date], [time]. If that doesn't work reply here and we'll find another slot. Sorry for the stuff-around.

Quote follow-up 3 (day 10)

Hi [first name], last one from me. We've got a spot open [week] if you'd like to lock it in, after that it's about three weeks out. If you've gone another way, no worries at all, thanks for the chance to quote.

Past customer re-engagement

Hi [first name], [your name] from [business]. We did the switchboard for you a while back. Your smoke alarms are due for a test and we can check the safety switches while we're there. Reply if you'd like me to book it in.

Web form auto-reply (instant)

Thanks [first name], got your enquiry. So I can give you a straight answer fast: what the job is, where it is, whether it's urgent, and whether they own or rent? Reply here and I'll call you today.

Read every one of these out loud once and change three words so it sounds like you. That's the whole customisation.

BEFORE YOU GO

The short version, if you read nothing else

- 01** You're losing more jobs to a missed call than to a competitor. Switch on missed-call text-back today. It's the cheapest thing in this guide and the biggest.
- 02** The quote you never chased was the job you already paid for. Three follow-ups, written once, sent automatically. Page 11 has them.
- 03** Price the materials off today's prices, put a validity date on the quote, and stop paying for the difference yourself.
- 04** Your job photos are your marketing. One a day, posted on Friday in 20 minutes. Suburb in the caption.
- 05** Your past customers are your quiet months. A message on the right date, in your name, sent for you.
- 06** AI does the admin. It doesn't do the trade, the judgement or the cashflow. Anyone telling you otherwise is selling something.

Written by ORVX AI, the AI specialists for tradies.

If you'd rather not set it up yourself

Thirty minutes on the phone. You tell us where your week goes, we tell you which two things would move the needle for your business, roughly what they'd cost to wire up, and whether you should just do it yourself. If the answer is do it yourself, we'll say that.

Book a 30-minute call at orvxai.com

Or ring +61 2 5300 4038, or email hello@orvxai.com. We answer it.

Your competitor isn't a better electrician. He just has a system that rings back.