

i4Tradies in Partnership with Trades Associations Rolls Out New Initiative to Assist Australia's Trades Community with Lead Generation

Press Release - May 13, 2020 i4Tradies has launched an Emergency Response Centre to extend greater support during the COVID-19 lockdown, recovery period and beyond. The new lead generation program connects Trades Businesses with customers via a single number: 0448 422 422 as a one-step SMS response to all repairs and maintenance jobs across Australia.

Paul Naylor, CEO of Master Plumbers NSW believes that adopting digital transformation is an inevitable and the i4Tradies in partnership with Master Plumbers NSW, NECA (National Electrical and Communications Association) and Master Painters NSW has introduced its Emergency Response Centre so trades businesses can access a new way to generate leads at a time when customers are putting off non-emergency work, spending more cautiously and are wary of letting Tradespeople in their homes.

Paul Naylor, CEO of the Master Plumbers Association of NSW says that in this time of crisis customers want a simplified way to get their jobs done, while trades businesses are looking for new work to sustain themselves.

"There is a lot of uncertainty regarding the economic situation and many businesses are seeking to cut costs. I think i4Tradies - Emergency Response Centre is a great opportunity for our members to give their businesses a boost in terms of steady work coming through with the waiving of the platform's monthly subscription and a generously discounted fee per lead for the entire COVID-19 recovery period."

Oliver Judd, executive director of NECA ACT/NSW agrees that this initiative has the potential to create new work opportunities for Electrical Contracting Businesses.

"A great thing about this initiative is that it is a fantastic job management software integrated with a new lead generation channel or it can be used as a standalone lead generation platform. This means that you can register and reap the benefits of the i4T lead-generation program irrespective of the business management platform you are using."

Therese Lauriola, CEO of Master Painters Australia, says it's a crucial time for Trades Businesses to actively think about long-term measures for business sustainability.

"The crisis has hit the world hard and its effects have been felt at home as well. While the nation is in the lockdown, now is the time to work on processes that can help them provide a cushion to their businesses should such situations arise in the future. A great thing about i4Tradies Emergency Response Centre is that it's not only helping Trade Businesses during the lockdown and the COVID-19 recovery period, but will continue to act as a lead-generation mechanism once the crisis is over."

Logan Nathan, Founder and CEO of i4Tradies, believes that homeowners and businesses are now hiring Tradies more vigilantly than before, so it's important for Trade Businesses to showcase their trade credentials and obtain COVID-19 training certificate to increase their chances of landing more work.

"At i4Tradies, we always put consumer safety and peace of mind at the forefront. For this reason, we want to make sure all customers are connected only to verified, licensed and trusted Trade Businesses, which is why license details are so important at the time of registering for the Emergency Response Centre. This was made possible through our partnership with Message Media providing us an SMS gateway and our secure cloud-based platform powered by Google Cloud Platform."

About MasterPlumbersNSW

MasterPlumbersNSW is one of the strongest specialist contracting organisations in the building and construction industry and is a highly active and vocal body in trade-related matters. Its main function is to lobby vigorously on behalf of its members in protecting their rights and also providing them support to help build a stronger brand and grow their businesses.

Website: www.masterplumbers.com.au

Phone: 1800 424 181

About NECA

NECA - the National Electrical and Communications Association, is the peak industry body representing the interests of the electrical and communications contracting industry across Australia. NECA is run by contractors, for contractors, and represents members in all states and territories of Australia. NECA's key values include Respect, Excellence, Integrity and Loyalty which reflects in how it interacts with its members, communicate with each other and in decision-making.

Website: www.neca.asn.au

Address: 120 Hume Highway, CHULLORA NSW 2190

About Master Painters NSW

Since its foundation over 100 years ago, MPA has been an independent representative for firms and individuals conducting business in the painting, decorating and signwriting trades. MPA does this by their involvement with numerous government consultative forums both nationally and at a state level.

The Association seeks to advance, encourage and recognise the highest standards of trade craftsmanship and ethical business practice in residential, strata, industrial commercial and historical projects.

NSW Office: 6 Gould St, Strathfield South NSW 2136

Website: www.masterpainters.com.au

Phone: 02 9758 8877

About i4Tradies

Founded in 2016 to disrupt the status quo and shake the traditional ways in which Trades Services industry operates, a team of innovators walking in the Trades business owner's shoes set out to deliver an unparalleled service delivery experience for their customers, namely Trades Associations, Real Estate, Strata and Facilities Managers. i4Tradies is a Google Cloud Platform partner.

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