

MILWAUKEE BUSINESS JOURNAL

Capital Heating & Cooling LLC

W134 N5368 Campbell Drive, Menomonee Falls



Capital Heating & Cooling began with six employees in a 3,500-square-foot facility. That's about the size of the training space in its current largest location, a 24,000-square-foot facility.

Growth rate
since 2014
121.48%

Well-trained employees and excellent customer service are why the firm continues to grow, said owner Jason Fox.

The company has seen 121.48 percent growth in the last three years, a rate that comes as no surprise to those who work at Capital Heating & Cooling.

Each year the different departments form a written plan of how they're going to grow.

They look at what they did last year and set goals for the next year, using revenue growth and customer acquisition as indicators.

"Some come easier than others," Fox said regarding the company's goals. "Some we've met, exceeded and some we've missed. Each year we look at where we fell short and what we did well, and how we can get back on track."

Whether the yearly goal is reached, it's the commitment to the customers that keeps the company growing, Fox said.

"Sometimes it's just as simple as answering the phone," he said.

Capital Heating & Cooling is never truly closed, with its phone lines open 24/7. If a customer calls after hours, Fox takes the call personally.

"In the winter, if someone has an emergency in the middle of the night and their furnace isn't working, we're able to take care of them," Fox said.



Jason Fox, owner of Capital Heating & Cooling in Menomonee Falls

TYPE OF BUSINESS: Heating, ventilating and air conditioning contractor

ESTABLISHED: 2008

EMPLOYEES: 40

To ensure the best possible customer service, Capital Heating & Cooling invests in employee training.

Its training lab is equipped with both residential and commercial machinery for new workers and veteran technicians to learn and practice on. It has about 12 different furnaces and air handlers, and new pieces are slated to be added, such as a kitchen unit and walk-in freezer.

In addition to hands-on technical training, there is a focus on soft skills. Often a newer employee will shadow a technician in the field to observe how they work with customers.

"We make sure they're properly trained so when they're going to their first house, they're doing the job right the first time," Fox said.

— REBECCA CARBALLO