



Living in a digital world

The market for sustainable energy is growing and in today's fast-paced, always-on world giving potential new customers the information they need, when they want it is a challenge for installers and suppliers. The answer lies beyond the online calculator tool.

Things are looking good for the PV industry as more and more homeowners are considering sustainable energy solutions. The trend in new installations is rising. If 2020 highlighted anything, it was the sheer impact that our fast-paced way of life in the modernised world is having on the environment. When we were all forced to slow down for a while the climate had a glimmer of time to fight back. That in turn has led to a surging growth for renewable energy, as countries commit to targets for reaching carbon neutrality and an upwards turn for residential installations too.

Additionally, increasing in parallel with this is the expectation of personal innovative and predominantly digital customer service. As the pace of installation of these sustainable energy solutions speeds up, so

too must the customer service behind the sale. Of course, customer service as a whole has also witnessed its own revolution since the pandemic began, with a major shift towards online and virtual handling. While this aids the speed of the process this trend brings with it its own challenges, not least because consumers have now come to expect instant answers as a result of an always-on culture.

On demand service with no compromises on quality

With customer behaviour shifting and advice and sales increasingly taking place online, installers and energy suppliers face new difficulties in offering online customer acquisition, initial consultation and the preparation of offers.

Subsequently, an online solar calculator tool, which once would have been a good starting point to then be followed up with a telephone consultation, will now not suffice. Those interested in solar energy systems are looking for a complete digital assistant and suppliers need online tools that enable new customer acquisition and lead management in the photovoltaic sector, working for them 24 hours a day.

Communication is adapting to the digital transformation, and, with this, the customer expectations are more demanding. Fast turnaround of quotes is one thing, but these must also be tailor made and easily understood, without compromising on quality of advice due to the speed. Anything less and that potential custom may well be lost to the competition.

Initially, the first contact of potential customers is decisive, they want their enquiries to be picked up directly and experience how economical and sustainable their investment will be. As a result, many energy companies and installation companies are now automating their lead management, adding tools such as the Eternity Solar Calculator to their website.

The benefits of digitised consulting in the PV sector

Smart energy, smart buildings and big data: these are the topics of today that energy companies need to deal with. However, it is important that modern concepts are also reflected, both in their external and internal processes.

From his own experience, Eternity founder Matthias Wiget knew the time required from the sales pitch to the consultation process to the installation of a solar system was far too high. Therefore, he looked for a solution to this problem.

Together with a new team he developed a software solution to improve the marketing of renewable energies. It should not only help the distributors to minimise their efforts, but also offer the end customer a simple understanding of the costs, benefits and implementation of the projects.

This is how the software tools were first

developed for the solar industry, and then for the heating industry. Such software offers the following advantages:

More time for the customer: With an automated solar solution, customer service representatives and sales staff declare war on hours of paperwork, leaving more valuable time for the important things, such as customer service. This means that the customer experience is never compromised, despite a fast turnaround being achieved. It streamlines the processes behind the scenes, leaving the important task of customer interaction intact.

More deals: Optimal time management means new customer acquisition, and ultimately can result in more deals. And good customer service is an important sales tool in its own right as word of mouth will bring more customers to the door.

Better overview: Software for the entire team centralises project and customer management, giving a much clearer picture for all. You manage the entire sales pipeline and project management with one software and your team can find all project data in one place, where offers can be directly generated. This is excellent for the customer experience too, as regardless of who they speak to, the client will always get the answers they are looking for, in a timely and professional manner.

Environmentally good

Automated processes such as these can save up to 80% of the time previously spent on acquisition, consulting, and sales. What used to take 12 to 20 hours per sold PV system, can easily now be reduced to a few minutes. This is a big step forward for the targeted expansion of renewable energies.

Sector coupling covered

Eternity's solutions are a B2B SaaS software and combine two digital tools that focus on an automated, precise, and customer-oriented process: the Eternity Calculator and Expert, both of which are for PV and heating sectors. This covers acquisition, consulting, planning, and sales of renewable energy systems.

The information for every project is put into the digital system, where simulations of different technologies are directly converted into a customer proposal. In doing so, a software solution is created that enables a combination of different technologies, such as PV and battery systems, heat pumps, and e-mobility.

Since their market launch in 2015, sector coupling and cross selling have played an important role at Eternity and with holistic energy concepts in growing demand, it is all set for the future and the energy revolution.

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