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CASESTUDY



Anglian Home Improvements

Project:
iPad app transforms solar sales pitch

Client: Anglian Home Improvements began selling windows in 1966, opening its first showroom in Ipswich in 1969. Since then, the company has greatly expanded, opening new factories producing energy-efficient double-glazing units and PVCu extrusion. The organisation has always been at the forefront of product development in the home-improvement field, ensuring that its products have been the best of their kind and building a deserved reputation amongst its customers. Due to the nature of its business, Anglian has a relatively large number of mobile workers, committed to

bringing its products and services to these customers throughout the length and breadth of the country.

Background: Anglian is a major player in the fast-growing business of solar power generation, the eco-friendly, cost-efficient method of generating electricity from solar panels positioned on the roofs of buildings. It's a process that commences with a visit to a prospective site by a sales consultant who assesses its suitability, determines where panels should be positioned, calculates the amount of power that could be generated, plus the cost of the initial installation.

Challenge: Anglian Home Improvements wanted to ensure that the sales process used for its solar products was as stream-lined and efficient

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as possible for its customers, minimising the amount of time taken up by the initial site survey and ensuring that the means of calculating the number and positioning of panels was both standardised and accurate. It also wanted to be able to share the appropriate information with the office-based administrative and production system as quickly as possible and to optimise the whole process.

Solution: Anglian's field force were used to using Apple iPad hand-held devices with a previous application, so Proteo replaced this with a specially-developed, state-of-the-art iPad application which transformed the specific sales process for solar panel installations. The Proteo solution enabled use of the GPS-enabled iPad to establish the north/south orientation and pitch angle of a roof. This let it construct a virtual model of each roof and calculate the estimated power generation potential, using the government's specified procedure. The solution further improved the customer experience, enhanced the tools available to the sales consultants and integrated with the back-office systems to provide a much-improved, end-to-end process.

Benefits: The new application enables Anglian's sales consultants to present prospective customers with an interactive brochure of its product range and to easily demonstrate the optimum size of installation to suit their needs. The proposed number of panels can be adjusted to instantly show how this will affect the income potential for selling residual electricity, the fuel cost-savings that can be achieved and the return-on-investment period for various sizes of installation. The sales consultant can print any number of quotations on-site, providing the customer with a written quotation in accordance with the industry code of practice. If the customer wants to then go ahead immediately, their signature can be captured on the iPad and the order immediately sent to the back-office system for processing. Proteo is the only member of the Apple iOS Developer Programme in Norfolk.

The client's opinion?

Caroline Mills of Anglian Home Improvements said: "We approached Proteo with a specific challenge to improve the sales processes for our solar panel installations. Together, we recognised that we could offer a better service to customers, give more support to our sales team and have a much more streamlined administration process for new orders by better utilising the Apple iPad, which our sales team were already familiar with. With Proteo's solution now in place, we look forward to a significant positive impact on sales, administrative efficiency and customer satisfaction."