



case study

NATIONAL RENEWABLE GROUP



National Renewable Group Saves 25 Hours Per Week for Site Visits, Improves Sales Conversion Rate, and Minimises Materials Wastage with Nearmap

Introduction

National Renewable Group (NRG Solar Services) is a leading tailored solar solutions provider in South Australia. Started as a company to provide expert solar maintenance and repair services for customers who had difficulties to find qualified solar technicians or the providers were no longer in business. Today, NRG Solar Services not only designs, sells, and maintains high quality and affordable solar panel and energy storage solutions for residential and business customers but also sets the standard for solar solutions. Its goal is to ensure customer satisfaction by developing the safest and most reliable solar solutions based on customer specific needs and delivering the best return on investment for owners.

Before Nearmap, NRG Solar Services had no access to reliable imagery or solar tools to prepare information before site inspection. Sales consultants simply manually measured and calculated the estimate for solar production based on the information collected during site visits, such as platform space, sun angle, or shadowing. The process was slow and diverted the focus of sales consultant away from providing better services to potential customers. It also risked providing inaccurate and unreliable estimate in a quotation, such as kilowatt hours produced per year.

By adopting Nearmap for project planning and quotation processes, NRG Solar Services gained ability to plan and inspect locations remotely, saving at least 25 hours per week for site visits. The improved efficiency also enabled sales consultants to focus on customer service rather than data collection. Furthermore, the company enhanced its credibility and improved sales conversion rate by ensuring the estimate accuracy and increasing customer confidence with Nearmap's high quality images. NRG Solar Services can now develop tailored solar solutions for customers and minimise materials wastage.

“With Nearmap’s image accuracy and powerful solar tools, we can quickly develop a high-quality quotation via a web browser instead of relying on manual calculations. This saved us at least 25 hours per week for site visits and enhanced our credibility as a leading solar solution provider. The improved efficiency also helped to contribute to a higher sales conversion ratio

Darren Vonthethoff,
State Sales Manager,
National Renewable Group



“By using Nearmap’s high resolution aerial imagery and measurement tool, NRG Solar Services can easily and accurately measure roof size, configure panel type, and calculate energy output estimate, such as kilowatt production per year, via a desktop in an office.

Saves 25 Hours for Site Visits Each Week, Ensures Estimate Accuracy

Previously, NRG Solar Services spent approximately 2.5 hours per appointment and attended 25 site visits on average each week. The time-consuming site inspection made it difficult for the sales and production teams to rapidly develop tailored solutions, particularly for customers in the rural locations. With 900,000 square kilometer land size and over 1.7 million population in South Australia, NRG Solar Services wanted to improve the efficiency for site visits and enable the business to cover opportunities across the state.

By using Nearmap’s high resolution aerial imagery and measurement tool, NRG Solar Services can easily and accurately measure roof size, configure panel type, and calculate energy output estimate, such as kilowatt production per year, via a desktop in an office. This enabled the company to provide more accurate solar production estimate in the quotation.

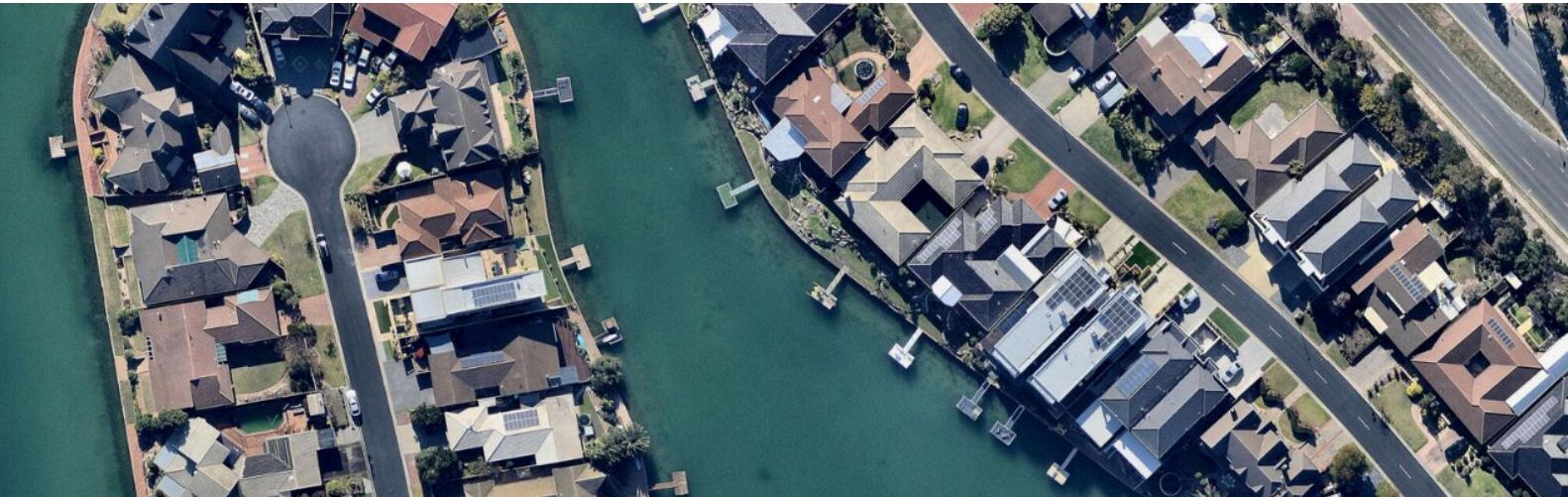
NRG Solar Services also shortened each appointment time by at least one hour and saved more than 25 hours per week for site visits. More importantly sales consultants can focus on serving customers, such as providing advice for solar plans, instead of devoting the site inspection time to manually collect site data.

“Nearmap is an essential tool for a business like ours. We now quickly prepare a detailed solar report and make instant alterations to the plan right in front of a customer. I would not want to go back to the days without Nearmap,” said Darren Vonthethoff, State Sales Manager, National Renewable Group.



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Boosts Conversion Rate, Minimises Materials Wastage

By gaining the ability to access Nearmap via a web browser, NRG Solar Services can conduct phone appointments with rural customers and rapidly email a presentation quotation after the call. This helped to maximise sales opportunity by freeing up time for sales consultant to identify and follow up on introductory inquiry with the highest probability to turn into sales.

"The improved productivity helped to raise our conversion ratio to 1:2.5. Nearmap is certainly a big contributor to this higher rate," Vonthethoff said.

NRG Solar Services also cut appointment time required for each staff by approximately 10 hours per week and helped to lower staff costs. "Labor is the major expense for our business. With Nearmap, we are much more efficient," Vonthethoff said.

Enhances Company's Professional Image, Supports Better Decisions

Thanks to Nearmap, NRG Solar Services can present an attractive and professional proposal with photorealistic solar panels on a high-resolution property image. It also improved the reliability of its estimate—such as solar panel energy output—in a quotation with Nearmap's powerful solar tool. Sales and production teams no longer need to make any assumption or guesswork, reducing work pressure and boosting staff morale. It also enhanced the company's professional image by providing clear visuals and reinforcing recommendations in the proposal.

"Nothing worse than going back to a customer and say we can't fit the system and need more money to install it," Vonthethoff said. "Using Nearmap's timeline feature enabled us to rapidly and accurately assess if there is any particular object, such as a tree or an antenna, affected the shadowing at different times of a day. It enhanced our decisions, such as using a string inverter or a micro inverter, for the proposed solar system and raised customer satisfaction."

Finally, Nearmap's accuracy also enabled NRG Solar Services to provide tailored solar solutions for customers and minimise materials wastage. "It is a very rare event to get our estimate wrong with Nearmap. Our staff can spend more time on valuable tasks rather than fixing issues or doing non-paid jobs," Vonthethoff said.

Why Nearmap

Nearmap is a no brainer for us. Its frequently updated imagery and intuitive measurement tools helped us gain the accuracy we required for our solar business. Google Maps is simply not a serious competitor

Darren Vonthethoff,
State Sales Manager,
National Renewable Group





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at a glance

CHALLENGES

- Enhance company's credibility by gaining ability to provide accurate and reliable estimate, such as kilowatt output, in a quotation and enabling sales and production teams to develop the right solar solutions for customers
- Support business growth by improving the efficiency for site visits and enabling sales consultants to focus on serving customers rather than collecting data for site condition
- Enhance decisions for recommending the most suitable solar solutions to customers and reduce wastage

at a glance

SOLUTIONS

- Saved more than 25 hours per week for site visits by using Nearmap's high resolution imagery and solar tool to view and measure roof size, configure panel type, and calculate energy output estimate, such as kilowatt production per year, with a desktop in an office instead of relying on compiling all information just from site inspection alone
- Met customer expectations and minimised issues after installation by accurately assessing the site condition, such as shadowing at different times of a day, with Nearmap's timeline feature and enabling the company to provide customers with tailored solar solutions
- Enhanced company's professional image and improved conversion rate by allowing sales team to quickly prepare and present a high-quality quotation and make instant changes to the plan during site meeting with customers
- Improved the efficiency of site visits by reducing the appointment time required for each staff by approximately 10 hours per week
- Supported better decisions, such as using a string inverter or a micro inverter for the proposed solar system, and minimised materials wastage by eliminating all the guesswork with Nearmap and ensuring the accuracy and reliability of its estimate in a quotation
- Maximized sales opportunity by gaining the ability to access Nearmap via a web browser and freeing up sales consultants to follow up on inquiries rather than fixing issues

About Nearmap

We capture, manage and deliver the most frequently-updated location content in the world, allowing businesses and governments to explore their environment easily. With Nearmap, organisations unlock opportunities that consistently inform decision making and transform the way they work. Delivered within days of capture our imagery is much higher resolution than satellite imagery and shows changes over time. Nearmap helps users save time and money, reduce site visits and make better informed decisions with current, clear imagery.

Nearmap is delivered through our web-based MapBrowser or accessed via third party applications.



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