

Client - Absolute Solar, Leicester

Objectives

- The Absolute Group wanted to launch a new business to enter this new high growth emerging market.
- Develop the business strategy and operating model from a blank sheet of paper.
- Devise all operational and value added processes to win early adopter customers.
- Open up channels to domestic and commercial solar customers.
- Develop the marketing and sales strategy to support the launch and growth of the company.
- To support the directors with the ongoing growth of the business.



Deliverables Tangibles

- Established Absolute Solar as a credible solar panel installer Microgeneration Certification Scheme (MCS) accredited.
- We created the complete support package for domestic and commercial customers to buy solar panel systems, including insurance, grants, FITS payments,
- We developed top-to-toe processes creating new standards of customer care and support.
- Created brand image and identity in customer minds through event and online presence.
- Created B2C sales team as an customer facing solution provider advisor team.

Outcomes

- Absolute Solar is a successfully fast growing business with 2 installation teams, a field sales team of 3 and many happy customers.
- High profile website www.absolutesolar.co.uk supports and drives new customer demand.
- Channel partners provide qualified leads with industry leading conversion rates.
- Absolute Solar is on target to achieve £1million turnover in its first year and profit margins are ahead of projections.

- Absolute Solar is and successful in developing referrals from existing customers and achieves high customer satisfaction throughout its relationship with customers.