



ZEN Home Energy Systems Case Study

Software Development

Introduction

ZEN Home Energy is one of Australia's success stories having grown rapidly in the solar energy market. Deadline created a completely custom-built solution to drastically reduce the amount of time spent converting sales while significantly increasing back-end efficiency, revolutionising ZEN's sales function.

Project Snapshot

- Small start up company achieving rapid success in a fast growing sector
- Custom-built, multifaceted project that focused on developing an end-to-end business solution to streamline and simplify the sales conversion process
- Partnership based on embracing ideas and new technology with the objective of achieving business growth
- Developed website and customer management system that integrates with existing accounting software, an iPhone and iPad application and supporting Content Management System as well as the programming and patent of a solar home loan calculator plus a Search Engine Optimisation campaign.

Visit the website

www.zenhomeenergy.com.au

Project Description

ZEN Home Energy is a dominant player in Australia's solar energy market and within two years has grown its revenue from \$500,000 to \$25,000,000. One of the fastest growing companies in Australia, ZEN needed to create customer service tools to help improve efficiency and help streamline processes.

Deadline's challenge was to create a solution that would be scalable and easily upgradeable, which could not only keep up with the company's rapid growth but also continue to meet the needs of an expanding customer base. As a result, Deadline created an all-encompassing solution that would not only revolutionise sales turnover, but also work cohesively with the back-end systems to achieve true end-to-end efficiency. The custom-built system is a powerful efficiency tool that gives ZEN Home Energy a unique point of difference from its competitors.

A stand out feature of the project was the iPad and iPhone application that could automate the quote process for sales consultants. By consulting with the customer before going out to take photos of the roof and surrounding areas, the iPhone or iPad app transferred data back to the Content Management System where a quote is created and then delivered back to the sales consultant in real time via their mobile device. The entire process takes only one hour, as opposed to the 24 – 48 hours it took previously. Powered by a Content Management System, the product not only automates the quote process but it also inputs the data into ZEN's system drastically reducing the amount of time spent tracking and recording sales.

In addition, Deadline also advised ZEN on its online strategy, creation of a customer management system which was integrated with customer enquiry forms and making the website mobile compatible allowing ZEN staff to update the site from their mobile devices. Deadline also programmed the patented ZEN Live Free Solar Home Loan Calculator with Bernie Lewis Home Loans. The calculator, which is available on the ZEN website, calculates possible savings based on current circumstances. Currently in progress is a Search Engine Optimisation campaign.

Deadline and ZEN Home Energy developed a strong partnership based on a shared culture and the willingness to embrace technology and lateral thinking. A dedicated team ensured consistency and a thorough understanding of the client's needs and the industry it operates in. In addition, it allows true integration with ZEN's other sub-contractors including graphic designers and advertising agencies. The constant nature of the work ensures Deadline is at the forefront of ZEN's growth, harnessing new and lucrative potential as it arises.