

# Northwest Renewables: Keeping the Customer First While Scaling Up



## About Northwest Renewables

Northwest Renewables is the Inland Northwest’s first full-service solar installation company handling solar system design and construction from end to end, combining best practices from leading-edge building science with those of expert solar electricians.

## The Challenge

“How can we speed up our sales cycle without sacrificing accuracy?”

This is a question many solar companies face as they grow, and it’s the exact problem Spokane, WA based Northwest Renewables faced in 2018. Northwest Renewables takes pride in putting the customer first, and refuses to sacrifice accuracy to win sales. In fact, at the time, the company’s Project Managers completed all site audits in person prior to solar design.

This high-touch process spread Northwest Renewables’ resources thin, slowed down the sales cycle, and caused the company to waste costly site audits on unqualified homeowners: “Tire Kickers” as they’re called around Northwest Renewables’ shop.

## The Solution

Frustrated by the number of unqualified leads in the sales pipeline, and the speed of the sales cycle, Northwest Renewables adopted Aurora’s remote site assessment features to replace their in-person site audits.

The company still conducts in-person site visits before going to contract with the customer, but they do so after they’ve agreed on the exact design and package that the customer wants. “Today we save the costly site visit for when homeowners are 100% motivated, committed, and qualified,” Coyle explains.

“Aurora cuts the guesswork out of my job, and the hand calculations that I would otherwise have to do.”

**Sidney Coyle, Senior Designer**  
Northwest Renewables

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## The Result

Northwest Renewables' design team uses Aurora's full suite of features – from site and system design to the proposals tool. They have completed more than 1,000 designs in the system across Washington and Idaho, and now average roughly 7 days from lead to deal signed.

Northwest Renewables uses the proposals tool to send quotes to customers, and Aurora's remote site assessment capabilities produce the high quality proposals needed to schedule site visits with qualified customers. By doing a remote site assessment first, the company can eliminate unqualified leads, such as those who don't have good roofs for solar or can't agree on the cost, before going on-site.

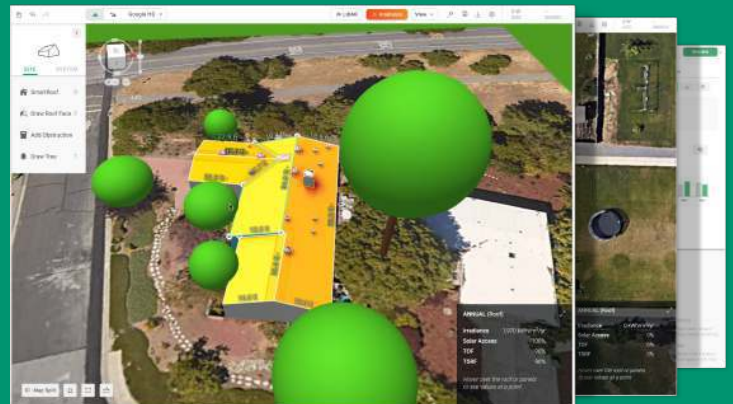
Aurora has also helped Northwest Renewables cut down financial calculation time significantly. "I would regularly do hand calculations which could take significant time depending on how complicated the system was," Coyle says. "With Aurora it just takes a few seconds."

## Why Aurora?

Aurora's built-in accuracy has helped ensure that Northwest Renewables can continue to scale their operations, while keeping customer satisfaction high. "We are not a high-pressure sales company," Coyle says. "We care about how we are impacting our community through our products and services. Accuracy, transparency and honesty with our customers is key."

See what you  
can accomplish  
with Aurora

Book a demo today



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