High-End Designs, High-Quality Installations: ilumen Solar Ups Its Sales Game with Aurora

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ilumen SOLAR

About ilumen Solar

ilumen Solar is a solar developer in the Chicago area specializing in high-quality and highly aesthetic solar installs since 2016.

The Challenge

ilumen Solar prides itself on customer education, high-end designs, and high-quality installations. But the company's previous solution was holding it back from achieving those goals. If ilumen wanted to present itself as a higher-quality offering, it needed a higher-end solution. Zach Witt, ilumen's CEO & Founder, figured, "There has to be something better than this."

The Solution

Three years ago, ilumen decided to make the switch to Aurora. Aurora's LIDAR design capabilities let ilumen easily create complex structures and provide accurate shading estimates, without going to the site to check the height of a tree or other obstructions. Then, Aurora's 3D modeling delivers compelling visuals to show the homeowners how their system will actually look on the roof.

"You're going to have better leverage in the sale because it's going to be more accurate and presentable. It's a higher quality product that reflects on our business and the work we do."

Zach Witt, CEO & Founder
ilumen Solar

Interested in learning how Aurora can upgrade your design and sales process? Sign up for a demo
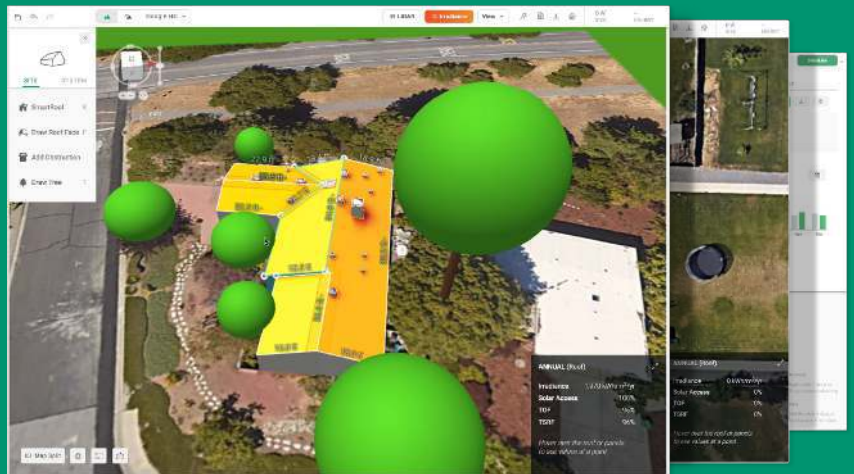
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📊 The Result

ilumen Solar has improved its entire process, from the customer experience to the accuracy of its designs, and ultimately the system's performance. Using the outputs from Aurora, ilumen can now do 90% of the front-end sales job upfront, while also reducing the percentage of change orders. "We've won a lot of deals from just the design for sure," Zach explains. "It was a leap of faith, but the expenses paid back in dividends."

❓ Why Aurora?

Aurora's realistic, high-quality designs help set ilumen Solar apart from the competition. In fact, homeowners have shown them competitive bids that use older design tools and look auto-generated, a mish-mash of panels on a 2D image. Not only has Aurora given ilumen an advantage in its sales process, but Zach says designing the systems is actually fun — like playing a game where he's trying to make the system look as accurate as possible so that the client is happy. The bottom line? "There are a lot of other tools out there now, but I just haven't seen anything better."

See what you can accomplish with Aurora

Book a demo today