

How Aurora's Enterprise Solution Helped Lumina Solar Scale Their Business

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About Lumina Solar

Lumina Solar is a Maryland-based solar company servicing the Mid-Atlantic region with over 45 years of experience in the solar industry. They believe there is an opportunity to build a new kind of solar company by utilizing the lessons of the previous decade with the tools of today that will propel them into the 2020's and beyond.

The Challenge

If there's one word to summarize the solar industry, it's growth. Solar companies are growing and scaling at a rapid pace across the country, and they need to make process improvements to keep up. Lumina Solar knows this all too well. The company scaled from 4 employees to 100+ in the past 3 years, and it was becoming difficult for their sales reps to create high-quality designs while keeping up with the increasing volume. "Our reps were becoming designers," VP of Sales & Co-founder, Colin Gload, explains. "They were getting good at it, but it was taking a decent amount of time and there's still some margin for error."

The Solution

Instead of just adding more users to their account, Lumina started looking into Aurora's Enterprise solutions. Lumina worked closely with Aurora's team to create a custom package specifically for their needs. This included licenses for their entire team, automations with their tech stack using APIs, and Aurora's 3D Modeling Service to simply create the designs for them. "When we ran the numbers, moving to the Enterprise account and integrating different APIs made the most sense to help our company scale and cut down on design costs" says Colin. Now, when Lumina's inside sales team sets an appointment, they put it on a calendar which automatically triggers their system to push the information into Aurora and send a design request. Then when it's time for the sales rep to meet with the homeowner, an accurate design is already there.

"Instead of having to worry about all of our reps designing the system correctly, we can count on Aurora getting it right."



Colin Gload, Co-founder & VP of Sales
Lumina Solar

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The Result

Thanks to these efficiencies, Lumina has decreased the time from lead to completed design from 1.6 days to 4 hours. Colin estimates this resulted in over 520 hours saved on design and quality control in 2020 alone. On top of the efficiency gains, using accurate 3D models in their sales process has helped increase sales and significantly reduce change orders. Lumina has also seen a lot more success by getting the homeowner involved in the design of their system. “The more you can show them the LIDAR, the design, customer reviews, and your competency,” Colin explains, “that lends itself to winning business.”

Why Aurora?

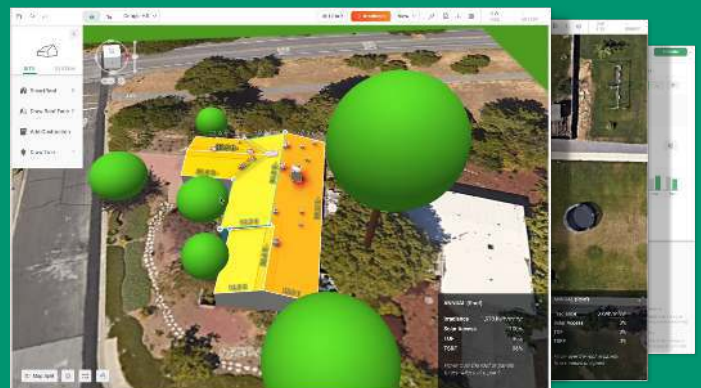
Using Aurora gives Lumina more credibility, and makes their team seem like consultants rather than salespeople. The company is getting ahead of the curve and building towards where they see the solar industry going in 5 years – “Solar 2.0,” as Colin puts it. This includes a more transparent sales process, accurate shading and design tools, being paperless, integrating apps, and being adaptive. Colin says, “Aurora fits into that picture because we always feel like we’re using the most advanced software.”

90% reduction in lead to design time

520 hours saved in 2020

See what you can accomplish with Aurora

Book a demo today



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