



How Baker Electric Home Energy Went Virtual While Staying Customer-Focused

Baker Electric Home Energy is a highly awarded regional solar installation firm based in the San Diego area, with over 80 years of electrical contracting experience through its parent company. It is ranked #1 electrical subcontractor and #14 residential solar contractor in Solar Power World's Top Contractor's list. The company has also received the Better Business Bureau's International Torch Award for Ethics and is a multi-year recipient of Angie's List Super Service Award, among many other accolades.



The Challenge

The COVID-19 pandemic presented many unexpected challenges that forced solar companies to change their processes on a dime. At Baker Electric Home Energy, much of their sales process was centered around educating and consulting with the homeowner in-person — so they had to pivot quickly. Steve Brooke, Director of Sales at Baker Electric Home Energy, explains that with the new restrictions, “We were 100% in-person, and we needed to transition to a virtual sales world.”



The Solution

Aurora has always been an integral part of Baker's sales and design processes, which set them up for a smoother transition to sell remotely. Their consultants still visit the site to build rapport, check the service panel, and identify any potential issues, but the sales process moves virtually from there. Consultants share their screen with the customer and can jump into an accurate, pre-designed 3D model in Aurora to design the system in real-time. As Steve puts it, “Best design practice is where it all starts” to position themselves as the experts. Consultants show customers LIDAR and shading, and explain why they're so confident that what they're showing is going to produce. This customer education is essential for Baker's sales process. “It's a very consultative approach because not everyone is the same. It's not our solar system, it's theirs,” says Steve. Presenting an accurate model upfront ensures customers that Baker can maximize the system and prevent placing panels where they don't fit.

Interested in learning how Aurora can upgrade your design and sales process?

Request a demo today at
aurorasolar.com/public-demo



"It's wonderful that we're able to utilize a platform like Aurora to be so confident in what the system will produce. We lean on it quite a bit."



Steve Brooke
Director of Sales
Baker Electric Home Energy



The Result

Baker has found that leveraging Aurora in their virtual sales process has led to significantly faster sales cycles. For example, if a design needs adjustments, their team can keep the sale moving forward by making the changes in minutes instead of scheduling a follow-up meeting with the homeowner. Using an accurate design on the front-end has also helped avoid bottlenecks on the operations side. As Steve puts it, "We don't have to deal with change orders as much due to design accuracy." And most importantly, the designs are delivering for customers. When homeowners check their utility bills, they're realizing the savings are consistent with what Baker projected during the design process.



Why Aurora?

Steve narrows down the main reasons why Aurora is Baker Electric Home Energy's preferred platform to: "It's easy to use, easy to train, accurate, gives us confidence in production, and has a high level of customization." Although Baker is looking forward to the day when they can regularly visit customers' homes again, Aurora has been a big piece in helping the company successfully transition to a virtual sales process while continuing to grow.

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