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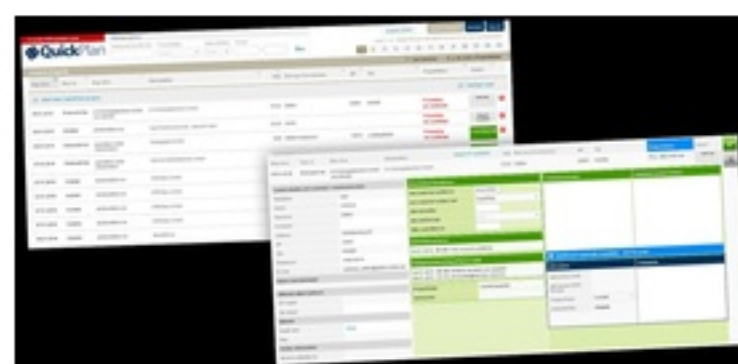
Offer more value for you and your customers

02/06/2018 11:00 | [Print view](#)

A recently developed configurator for the websites of photovoltaic professionals integrates an individually and attractively designed virtual information desk into your website.

It is also free and gives the operator and the visitors of the respective website even more information.

With **QuickContent**[®], the solar wholesaler EWS offer their customers a comprehensive information framework linked to this communication and planning tool: a recently developed configurator for the websites of photovoltaic professionals. Its use and the integration of an individually and attractively designed virtual information desk is also free and gives the operator and the visitors of the respective website even more added value.



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Make the access to valuable information as easy as possible.

EWS provides the specialist partner with a selection of seven different topics for their online presence. These components enable the partners to compile an individual information package for their website with all the relevant data and facts about photovoltaics.

Wide range of topics

The topics range from general developments in the PV market, technical and economic considerations as well as photovoltaic components to the most frequently asked questions (FAQ) and the planning tool. Appealing 3D-animated videos explaining the operation of a solar power plant as well as the planning and assembly processes round off the information on offer.

When putting together his offer, the specialist planner can choose between different display formats, colours and fonts. Even a computer amateur can intuitively find his way around and create an individually customised interface for his homepage in no time at all. The EWS team is of course available to provide support and answer any questions.

Multipliers increase sales success

EWS have always supported their installing company customers by providing end customer contacts, which are now optimally pre-qualified through **QuickPlan**[®]. These contacts are passed on to a participating partner in their local region via the contact management system.

In order to be able to place more and more potential orders for its specialist partners in the future, EWS rely on the cooperation with "multipliers" from the energy and construction industry as well as finance. Their function is to identify and focus the curiosity of end customers.

These multipliers have the trust and attention of interested end customers, who are first informed by means of an anonymous version of **QuickPlan**[®] and **QuickContent**[®], then pre-qualified and finally actively integrated into the EWS partner network. The EWS team handles the connection between the end customer and the installing company, and forwards the commission to the multiplier, for which the end customer pays a small surcharge.

Working together with partners

EWS has a separate department for the acquisition and support of such multipliers, which has already approached over 2,000 potential multipliers. More than 30 percent of these have signalled interest. Most of them are companies that often come across customers interested in energy issues. These include utilities, regional municipal utilities and energy consultants.

They also include companies that advise their customers with regard to the credit terms for solar power plants and energy efficient houses, i.e. construction companies and financial service providers. For these multipliers, customer loyalty and publicity are the most important factors when they decide whether to publish information about solar power generation on their websites. (Kai Lippert)

Kai Lippert is CEO of the solar specialist wholesaler EWS in Handewitt in Germany near the Danish border.

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