

Fast and Accurate: How Altair Solar Stands Out in a Competitive Market



About Altair Solar

Altair Solar is a one-stop shop solar installation provider specializing in both residential and commercial solar to customers all throughout Southern California. Altair's commitment starts and ends with the customer's needs - making sure they understand how everything works and tailoring a solution that maximizes their savings.

The Challenge

The solar industry is very competitive. On average, homeowners receive 3 bids before they make a decision, so making your company stand out is crucial, especially in a market like Southern California. An obvious piece of that equation is speed. It's critical to get in front of a homeowner and make a good impression as fast as possible.

But, moving too fast can have downsides. Until 2019, Altair Solar's sales team was using another design tool to quickly generate proposals, but noticed that it was having a negative impact on the accuracy of their designs. "It was quick, but at the same time it wasn't accurate," Charlie Kim, a Sales Manager at Altair Solar, explains.

"Since we have a production guarantee, we need to make sure we're getting the correct numbers."

Why sacrifice accuracy for speed when you can have both?

The Solution

That's where Aurora comes in. Now, when Altair's sales team gets a lead, their reps jump right into an Aurora design. And they don't even need designers: Their sales reps are well-trained on how to use the SmartRoof tool and LIDAR to create 3D models. If the design is too complicated, they simply request to have an expert design it through Aurora's 3D Modeling Service. The rep can then share their screen with the customer, design the system together, and send a custom-branded proposal when they're done. Charlie emphasizes the importance of customer education in Altair's process: "I give them a tour of their own home and help them understand everything along the way. Getting them involved is how I really earn their trust."

Interested in learning how Aurora can upgrade your design and sales process? [Sign up for a demo](#)

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The Result

Altair's team really started to see benefits once they were trained on Aurora's software. Charlie says he can now complete many designs in about 5 minutes, with the most complex taking up to 15 minutes. And for those complicated roof designs that they rely on Aurora's 3D Modeling Service to complete? 95% don't need to be adjusted. Charlie emphasizes that the accuracy of pre-sales designs should never be overlooked: "Since we have a production guarantee, we have Aurora give us those accurate production estimates, so we're going to save a lot of money not having to compensate the homeowner."

The results speak for themselves: When the company switched to Aurora, there have been less than a handful of cases that didn't hit that 95% production guarantee. This not only impacts Altair's bottomline, but their reputation, as well. Altair has achieved an incredible 56% close rate with their main lead provider and is getting 35% of their business through referrals!

Why Aurora?

Accuracy has been the key to Altair's success with Aurora. Once a deal is sold, Altair sends someone out to the site to verify the design accuracy, although changes are rarely needed. The sales team is trained very well, but in those cases where they do need help, Aurora's customer support team has been essential. Between Aurora's functionality, 3D Modeling Service, and customer support, Altair's team is set up for success. Charlie concludes, "Once you get comfortable with the software, I haven't seen anything that's better."

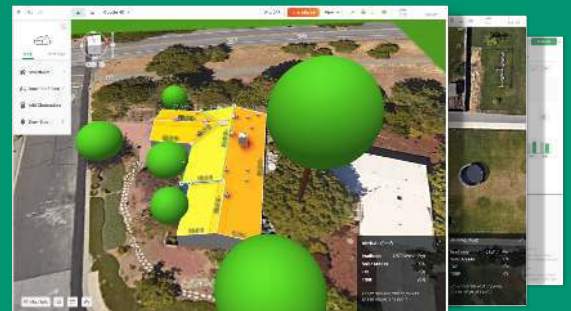
"We try to give customers the best products, the best prices, and the best customer service. Aurora has been a big part of that."



Charlie Kim, Sales Manager
Altair Solar

See what you can accomplish with Aurora

Book a demo today



Interested in learning how Aurora can upgrade your design and sales process? [Sign up for a demo](#)

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