
BrightCurrent boosts productivity by 27% at OSH stores through an integrated approach supported by its proprietary technology platform, BrightEdge.

“We were able to get more customers through the qualification process and significantly raise qualified leads per store.” – Robert Fry, Director Orchard Supply & Hardware

Merchant Name:
Orchard Supply
& Hardware

Type of Business:
Retail

Campaign Since:
May 2013

CHALLENGE:

Increase qualification rates at OSH stores so more customers make it to the final sales appointment.

SOLUTION:

BrightCurrent leveraged its proprietary technology platform to do the full home qualification at the store level, thus taking out a major friction in the customer lifecycle.

CONTEXT:

Traditionally, over 65% of homeowners that show initial interest in home solar do not make it to the final sales appointment. Much of this drop off is due to the complex customer qualification process. BrightCurrent leveraged its technology platform to solve this problem. BrightCurrent was able to increase qualification rates by 27% and reduce the number of steps a homeowner needed to go through to become qualified for home solar.

WHAT IS BRIGHTEDGE?

BrightEdge is a proprietary technological platform built on Salesforce, that offers transparency and efficiency to BrightCurrent's field operations. By combining CRM functionalities, quality control management, and clean energy data access, BrightEdge gives BrightCurrent a distinct advantage in field sales for home solar.
