



How Cola Solar bundles Evergen's Intelligent Control

Partner
Cola Solar

Location
Head office in Bendigo, VIC.
Services regional VIC

Worked with
Sales Consultants &
Marketing team

Why partner with Evergen and what does this mean for your customers?

Cola Solar has a strong culture of leaning into the future and adopting innovative technologies. This aligns with Evergen's mission to kill coal fired power and create a more progressive, greener future. The partnership with Evergen enables customers to participate in paid, eligible Virtual Power Plants (run by Evergen) which further enables grid independence and optimises their system investment.

What did they do to educate their customers?

Cola Solar has designed a unique landing page where customers can find out more about Evergen's Intelligent Control battery optimisation software [here](#).

Customers that already had a battery installed were encouraged by phone and email to connect their battery to Evergen's Intelligent Control with a 'sign up' link. This campaign was extremely successful as there was no cost to the customer and the offer was for the lifetime of the system.

How did they build marketing assets?

Cola Solar utilise Evergen's Partner Portal to access marketing and sales assets like the Intelligent Control brochure, FAQs, partner logo and landing page copy. Evergen provided assistance in writing the emails for their battery customers to sign up to Intelligent Control and the benefits of participating in a Virtual Power Plant.

Outcomes of marketing

Cola Solar have noticed a significant increase in enquiries about Virtual Power Plants amongst inbound queries, with an overall increase in the number of customers wanting a solar solution with a battery. The partnership with Evergen allows consultants to strengthen the conversation about the return on investment.

Cola Solar saw a **75% uptake** to connect existing home and business batteries to Evergen's Intelligent Control when they ran their campaign to existing battery customers.



"Evergen Intelligent Control allows Cola Solar's consultants to provide additional value when discussing batteries with their customers. By communicating the software's ability to save customers an average of 26.4% off their power bill (on a single site basis and on a time of use tariff) and be enabled to participate in a Virtual Power Plant, customers are able to see additional financial value in purchasing a system solution"

-Cola Solar