i want energy
The Solar Experts

Case study
HOW I WANT ENERGY MAINTAIN THEIR EDGE IN TASMANIA

Partner
I Want Energy

Location
Head office in Hobart, TAS
Services TAS

Worked with
Business owner and sales consultants

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

I Want Energy had been looking for a solution to overcome the shortfalls of battery technology in Tasmania. In particular, something that could handle their seasonal variation of solar production, and how their batteries behave, coupled with a Time of Use (ToU) tariff solution. Tasmania has a complex tariff structure so it was about finding a solution that offered additional savings and harnessing more of the cheap energy that's available in the state.

One key benefit for local customers is their batteries are now forecasting what their typical usage and production will be for the following day. Evergen's Intelligent Control can then charge from the grid and minimise grid costs.

What did they do to educate their customers?

I Want Energy's sales process is unique. It's all done in the home or business face to face with one of their representatives. This allows them to really focus on a solution rather than pushing hardware, explaining Intelligent Control to each and every customer that they talk to about batteries.

How did they build marketing assets?

Given their sales approach and personas in Tasmania, I Want Energy have adopted a one on one sales and marketing approach, explaining Evergen's Intelligent Control brochure and running through the FAQs with more technical minded homeowners at the very beginning.

There are plans to develop an Evergen landing page and incorporate Evergen messaging into local advertising across print and socials using assets available on the Partner Portal to solidify their competitive edge.

Outcomes of marketing

I Want Energy prides themselves on long conversations with their customers. By using some of Evergen's assets, they are able to answer questions about the algorithms, ToU, and Virtual Power Plants that often come up at the first meeting. This helps build rapport and confidence with the customer from the onset.

> *"Thanks to Evergen's software, we're the only company that can overcome the shortfalls of the battery market in Tasmania. We have a local saying, which is, if you don't like the weather, come back in 10 minutes. So when you've got algorithms that are set to work off seven day historical data, that doesn't work in Tasmania. We need to be able to forecast minute by minute. It's definitely beneficial".*

I Want Energy

For more information - partners@evergen.energy

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