Swyft ENERGY

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vWork underpins triple digit sales growth

Goal

To provide the job management backbone to an online heating and solar PV installation platform.

Solution

vWork was implemented because of its ability to:

• Be 100% customised to each job

• Scale with the business as it grows and moves into adjacent markets.

• Set the foundation for business process optimisation.

Benefits

• Clear set of instructions for each job.
• Everyone in business can track the progress of each job in real time.
• Integrates easily with other business tools.
• Adapts easily to include the provision of new services without the need to retrain staff.

Results

• 100% first time install rate.
• Heating engineer subcontractors are lining up to join Swyft's installer network due to efficient use of time.
• Feature rich, easy to use API enables integrations across entire digital experience.

A foundation for early success

Established by Joe Freyne and Adrian Casey in 2018 in Ireland, Swyft Energy simplifies the installation of high efficiency boilers, Solar PV, EV chargers and smart heating controls. Swyft achieve this by providing its customers with a fully online experience when installing the energy product in their home.

Today, the business has 35 fulltime employees and a further 50 subcontractors operating across the Republic of Ireland. For Adrian Casey, Chief Technology Officer, the foundation of their business success lies in part with vWork.

Adrian says: "From day one, we wanted to give our customers a true online experience. It was important to us that we could give customers control of the experience – to engage when they wanted. To develop the online solution beyond initial price estimates, we needed to have a flexible job management solution that could integrate easily with our other tools – especially our CRM (Microsoft Dynamics), pricing engine and accounting package (Xero)."

"We have doubled sales in the last year without the need to double operational staff... The data capture in vWork is second to none - and this allows us to automate so much on the back of it - so much so, that we've exceeded our own growth targets."
Adrian Casey, Co-founder and CTO, Swyft Energy

Integrations help build an outstanting customer experience

The customer first digital experience is driving growth for Swyft Energy. Customers answer a series of questions online about their heating or renewable needs – and the automated pricing platform sends a transparent estimate outlining several options from different manufacturers. From there, interested customers book their assessment in-person, by video or by submitting photos of their property. A Swyft engineer assesses the property and captures the required information on the vWork app which is passed into the pricing engine and automatically generates a quote for the customer on Swyft's ecommerce platform. Here the customer is empowered to take full control of the installation - adding additional energy saving products, choosing a suitable payment plan and scheduling their installation date.

Once the customer chooses the installation date on Swyft's e-commerce platform it triggers the scheduling of an installation job in vWork. Creating the job also triggers the placement of the hardware order with the local supplier who delivers the order directly to the customers property, saving the installer time. On the day of the install, customers can track the installer en-route to their house using vWork's text alerts.

And finally, once the engineer has closed the job in vWork, including the posting of photos, this triggers a job review in the office, before the invoice is sent and the subcontractor is paid.

Adrian is clear about how vWork helps Swyft Energy deliver their online solution: "The level of customisation within vWork is extensive – we could tailor it to about 40 different job types (and it didn't hesitate when we extended our product offering to solar and EV chargers either). This means that the data we base our quotes and installs on is so accurate, we can automate tasks such as pricing and operation management easily."

A partnership that works - Swyft Energy and vWork

Thanks to Swyft Energy's success in the Irish market, the company has received interest from international installation businesses to license its e-commerce platform. Swyft Energy's solution natively integrates with vWork allowing installation businesses offer their customers an e-commerce experience on the Swyft platform while vWork manages the scheduling and job fulfilment.

Adrian sums up Swyft Energy's experience with vWork to date: "We have doubled sales in the last year without the need to double operational staff. We've achieved this by having vWork work alongside our own commerce platform. The data capture in vWork is second to none - and this allows us to automate so much on the back of it - so much so, that we've exceeded our own growth targets."

vWORK IN NUMBERS

- **Over 450,000 jobs scheduled each month**
- **4,600+ active users**
- **Customers in 12 countries**