

A Visual Guide to Solar Installation Customer Journey



Solar power is taking the world by storm, and the rate of solar [adoption has doubled](#) in the past five years. However, switching to solar power is not as simple as just slapping panels on roofs. Your customers walk through a series of stages. Understanding each stage is the key to their satisfaction. After all, the impression you leave affects your reputation and converts existing customers into loyal advocates.

Let's unpack this journey, stage by stage, and discover how to create a better customer experience from start to end

1 Awareness & Research

Electricity rates have reached an [all-time high](#). Potential customers are becoming more energy-conscious as they find their electric bills spiking. They see solar as a potential solution. So, to learn more, they turn to the Internet. They talk with their neighbors about articles they have read and compare their own experiences



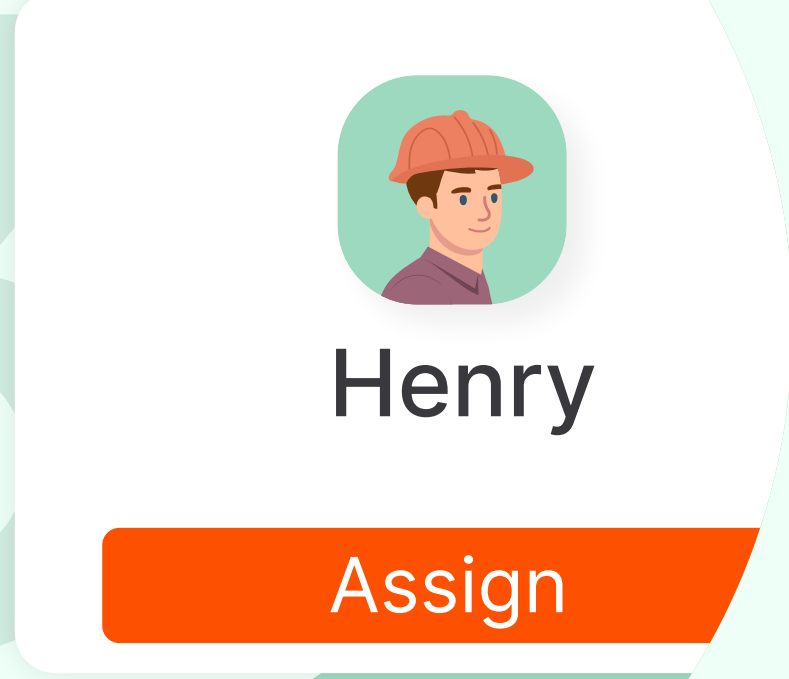
2 Consideration & Comparison

Prospective customers visit different websites when researching the solution that is right for them. They start by comparing various offerings and pricing, trying to find the perfect fit. Their research includes booking consultations, getting quotes, and comparing warranties to eliminate options and choose the right company to book an appointment with.



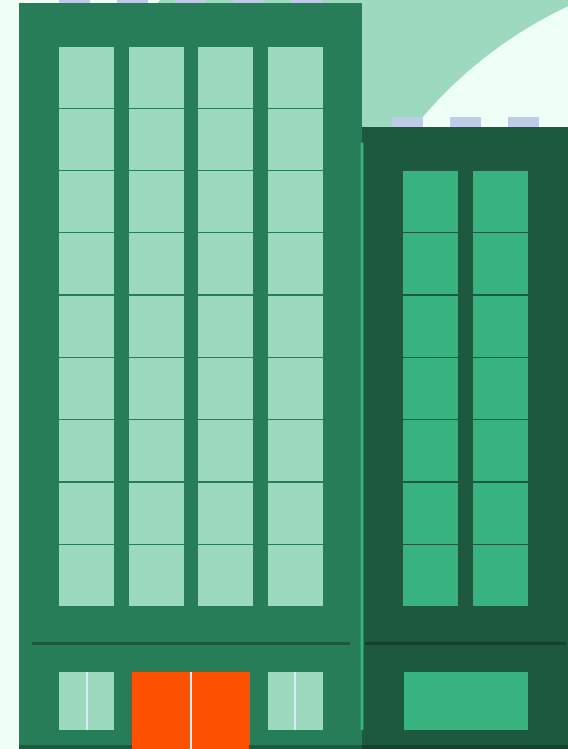
3 Job Creation

The booked appointment creates a job request in the service provider's system. Using Zuper's dispatch board, the service provider can easily find a skilled technician matching the location and skill set and dispatch them to the job site. Customers receive automated notifications on ETA and technician details.



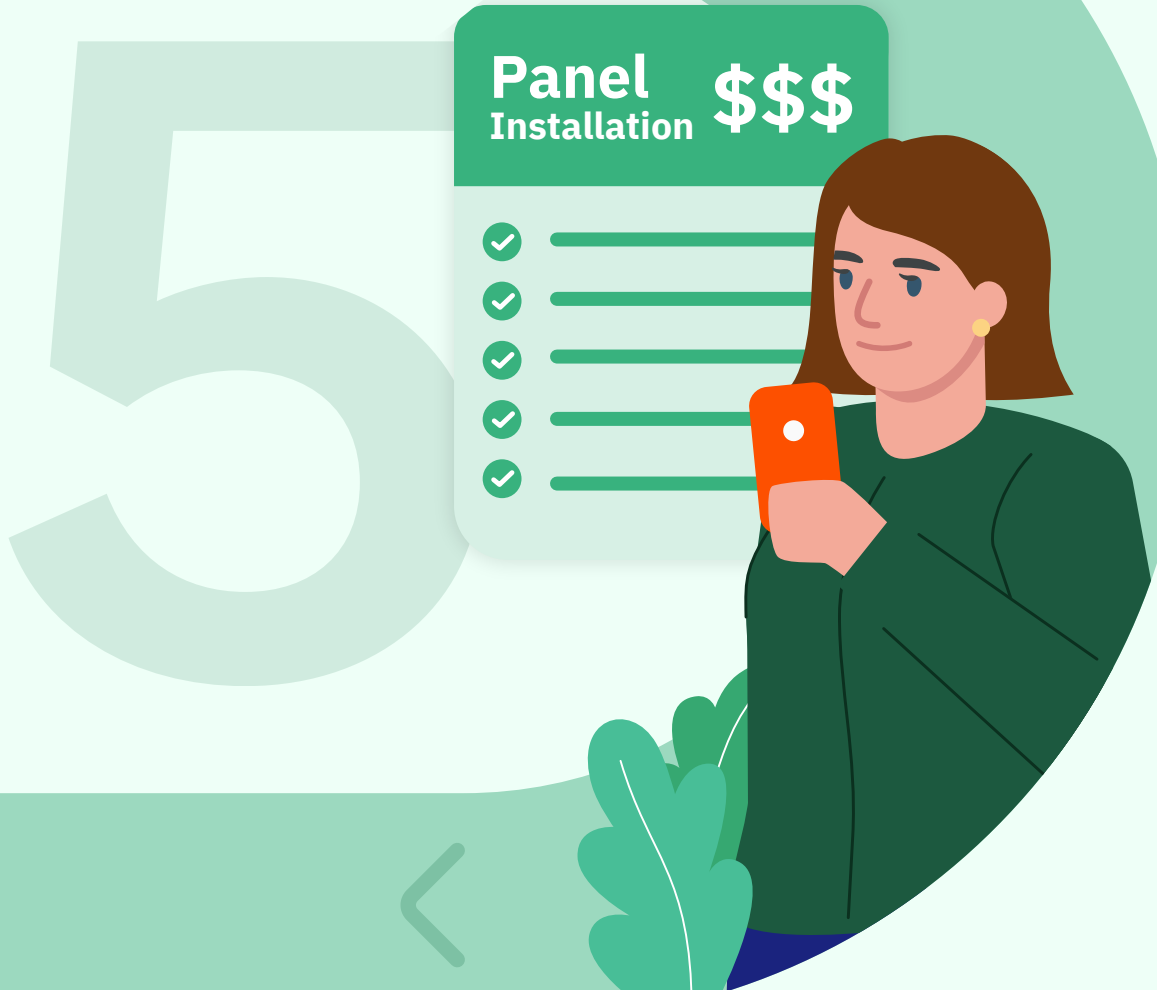
4 Site Survey & Inspection

During a site inspection, a technician performs a thorough survey of the site. They take measurements, record their findings, and submit this documentation through the Zuper [mobile app](#). The on-site technician also updates the job status—keeping the back-office team informed every step of the way.



5 Proposal & Quotation

After inspection, the technician can suggest different options tailored to meet the customer's specific requirements. Customers can review the [proposals](#) sent via Zuper and choose the plan that best aligns with their budget and anticipated needs.



6 Installation

After the quote has been approved, it's time to begin installation. A new job is created, and the right technician is dispatched to the site with the necessary equipment to install solar paneling on the roof.



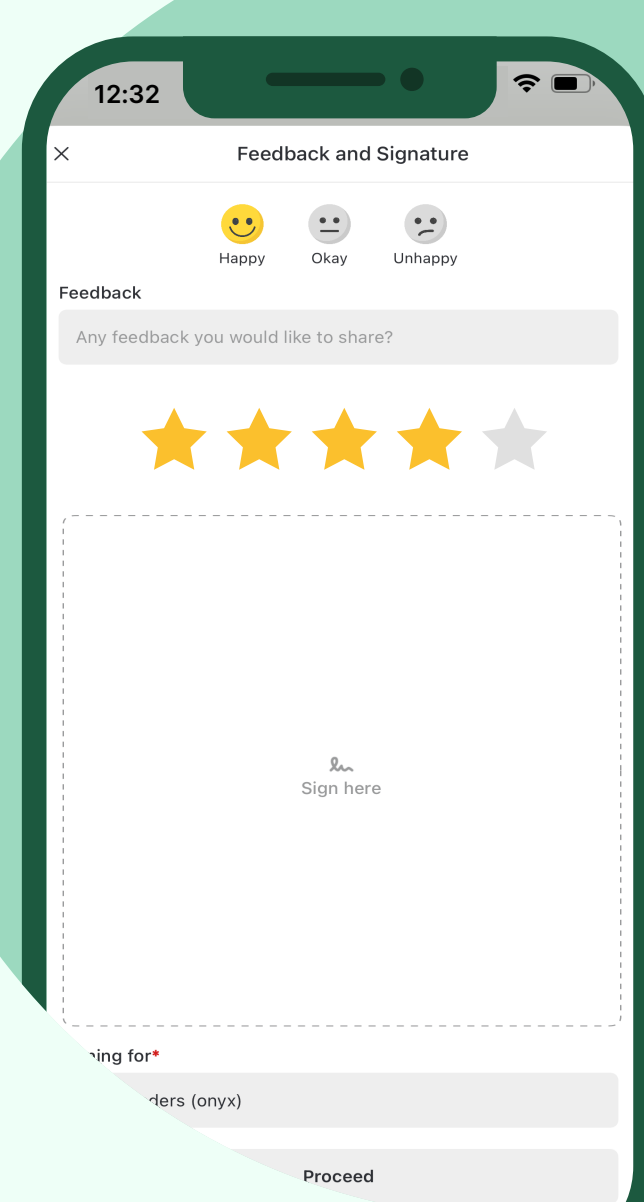
7 Payment Collection

Once the installation is complete, the quote is converted into an invoice. Zuper then sent a link to the payment gateway, allowing payment to be collected on-site. Different payment options are available to the customer, including Wisetack and Stripe.



8 Feedback & Review

Finally, the customer is provided the opportunity to give feedback through a form that is sent after a job has been completed. These feedback forms provide insight into the customer experience and help the service provider improve their performance in the long run.



Navigating the solar power adoption journey can be complex for both you and your customers. But what if you could streamline every stage, delivering exceptional experiences that convert prospects into loyal advocates? Zuper's all-in-one platform empowers you to streamline job scheduling and technician management for efficient operations, and that's not all. Interested to learn more?

[How About a Free Demo?](#)

