UTILITY WAREHOUSE
The Discount Club

Improving the quality of sales with interactive presentation from a mobile device.

iPresent

Captivate your customer

the need

sector Utilities

product Integrated utility services provider

With 45,000 sales agents operating independently within a highly regulated industry, Utility Warehouse needed a tool to ensure every agent was always up to date and presenting the right message. It had to be:

- A digital tool to be compliant with legislation requiring energy customers to be given an individual quotation
- A solution that's fully functional offline so sales agents could complete a sale without Wi-Fi in a customer's home
- A fully customized and branded presentation tool
- Simple for field sales to use on a mobile device
- Instantly updatable from head office to make sure collateral is always compliant with industry regulations

the impact

Our sales presentations have been transformed from static to engaging and interactive. With iPresent our sales message is more professional, sleek and 21st century. We're now seeing the benefits with higher quality sales.

Clifford Wetherall

Group Technical Operations and Billing Director for The Utility Warehouse

Sales are of a higher quality because customers are better informed

Sales agents always have collateral that complies with legislation

Going digital brings collateral to life making it fully interactive and engaging

the solution

iPresent is a sales engagement platform improving performance through three core themes:

1. Beautiful Mobile Presentations for impact and results
2. True Content Management so everyone's always up to date
3. Closed Loop System of analytics and feedback

The key benefits Utility Warehouse have gained from the iPresent solution:

- Replacing paper collateral with digital devices gives a richer, more engaging customer experience
- Detailed analytics drive constant improvements to collateral and a better understanding of what is working and what isn't
- Marketing have full control of all collateral so it's never out of date with industry regulations
- Deployment of new content is easy and instant