

Press release

HeizungOnline: a new approach to serving customers

- **Vaillant offers an online service for heating modernisation and installation**
- **Information about prices in real time**
- **Developed in cooperation with skilled technicians**

Remscheid / Essen, 9 March 2016 – Germans like shopping online – and now they can get their heating and hot water there too. The Remscheid-based heating technology manufacturer Vaillant is starting an integrated online sales and service platform that will offer heating modernisation services, including installation. HeizungOnline covers all the information, registration, quotation and installation processes involved in modernising heating systems. The aim is to support skilled technicians in preparing quotes and also help them to tap into new customer groups. Vaillant will issue quotes free of charge on behalf of the skilled technicians – often a time-consuming process. The quoted prices will be in line with normal market conditions. Orders will still be processed via the skilled technicians' preferred wholesalers. Direct contact with customers and all of the services within the scope of heating modernisation will remain the responsibility of the skilled technicians. The portal has been developed in close cooperation with plumbing, heating and air conditioning specialists. They will help to test HeizungOnline as part of a pilot project over the coming weeks. "Web-based quoting tools in particular can open up access to new, Internet-savvy customer groups whom skilled technicians must go online to find," says Dr Tillmann von Schroeter, Managing Director of Vaillant Germany.

Appealing to Internet-savvy customer groups

Vaillant hopes to use this new service to help skilled technicians acquire new customers. "The quoting phase does not provide much added value. We want to make that phase easier for our skilled technician partners so that they can focus on their actual core business," explains von Schroeter. Vaillant puts together a preliminary quote on behalf of the skilled technician, based on the mandatory tasks involved in the heating modernisation process. The quote is issued to the customer in real time. The skilled technician is solely responsible for all further contact with the customer.

Always in the skilled technician's own name

Throughout the entire process, the skilled technician's name is always displayed, and the quote issued by Vaillant bears the skilled technician's company logo. The job is not confirmed until the skilled technician has met with the customer in order to settle all of the details of the modernisation job in person.



Caption: Vaillant's new sales and service concept HeizungOnline was developed in close cooperation with plumbing, heating and air conditioning specialists.

Image source: Vaillant