

Press release

Online sales platform HeatingOnline successfully established

- **More than 100,000 hits in last quarter of 2017 alone**
- **Two components: Website and Project App**
- **Continual investments in further development and marketing measures**

Essen/Remscheid, 6 March 2018 – Two years after its debut, HeatingOnline, the Vaillant online sales platform, has been successfully established on the market. The Website recorded more than 100,000 hits in the last quarter of 2017 alone. Currently, more than 200 installers use HeatingOnline. After a test phase in 2016, the platform in 2017 was further developed based on the change requests of the installers involved.

HeatingOnline is composed of two parts. Via the HeatingOnline Website the participating installers receive surveys of end-customers. For this the end-customers answer brief questions on their housing and heating situation and receive two recommendations for heating systems to decide over. In the next step, installers in their region are introduced. The end-customer selects an installer and receives by e-mail his detailed system suggestion including a non-binding price indication. The system suggestion is based on the individual prices of the chosen installer.

The second part of HeatingOnline is the Vaillant Project App, by which the generated end-customer surveys can be seen and processed by the installers. In on-site talks with the customer the system suggestion can be adjusted in line with the structural conditions, including possible greater or lesser costs. The result is a concrete offer that the end-customer can sign directly online – if wished with the Vaillant subsidy service and five-year guarantee. If the end-customer needs time to think about it he receives the offer by e-mail and can subsequently confirm it via a link. Billing is done in the name of the installer. For simpler order processing the customer data can be exported to the Project App.

Installers also use HeatingOnline for their own projects from their own business. Instead of recording all data on-site, driving back to their firms and drawing up an offer with a time lag, the installers can with the Project App retrieve and retain all relevant information directly – so nothing is forgotten. If the suitable system is found, an offer can be generated immediately and submitted to the customer digitally or sent to them for signing.

Following the test phase and reworking of HeatingOnline, Vaillant opened the online sales platform for all interested installer partners. Interested parties must fulfil certain criteria in order to take part. That includes, for example, a Website reachable across devices and fast reaction times to customer queries. For interested installers, Vaillant in 2018 is implementing information events about HeatingOnline. “We invest continually in the further development and marketing measures for the online sales platform,” says Miriam Kimm, Manager Online Business Region DACH at Vaillant Germany. “We aim to significantly increase further the visitor numbers and queries.” HeatingOnline also recently received the German TÜV certification for proved data security.

Further information is offered by Vaillant Deutschland, Berghauser Strasse 40, 42859 Remscheid, Germany. Vaillant Infoline: +49 2191 – 57 67 920, E-mail: info@vaillant.de, www.vaillant.de

About Vaillant

Vaillant offers its customers worldwide environmentally friendly and energy-saving heating and ventilation systems that increasingly are using renewable energies. The product portfolio encompasses solar thermal and photovoltaic plants, heat pumps, pellet boilers, ventilation appliances for low-energy houses, combined heat and power units, highly efficient heating systems based on fossil fuels, and smart controls.

Contact

Vaillant Group
Dr Jens Wichteremann
Director Corporate Communications,
Sustainability & Policy
D-42850 Remscheid

Phone: +49 (0)21 91 18 2754
Mobile: +49 (0)175 – 295 18 10
E-mail: jens.wichteremann@vaillant-group.com
Web: www.vaillant-group.com

The agency - Communications Management Schellhorn
Martin Schellhorn
Blombrink 1
D-45721 Haltern am See

Phone: +49 (0)23 64 - 10 81 99
Mobile: +49 (0)1 77 - 3 22 58 02
Fax: +49 (0)23 64 - 28 77
E-mail: martin.schellhorn@die-agentur.sh



Caption:

Two years after its debut, the online sales system HeatingOnline has successfully established itself on the market. More than 100,000 hits were recorded in the last quarter of 2017.

Photo: Vaillant