

Sector : Constructions
Foundation Year : 2018
Number of Employees : 10
Web : <https://www.sunleader.ro>
<https://www.pergole-retractabile.ro>



“Taking the Constructions Industry to the next Level”

SUN LEADER

Heading towards quality of product and quality of design, Sun Leader innovates the appearance and functionality of outdoor living spaces nowadays. The company introduces technology as an instrument for better and faster communication with clients, higher quality services and on time maintenance – all under one great purpose: making ones terrace a more comfortable, elegant and safe place for any season of the year.

„We believe that people are the centre of every business, and with people every digitalization process is easier.”

Challenges

Projects and Process management, Quick customer-oriented proposals/solutions, Market expansion.

About

Sun Leader was born alongside a few other bright ideas of a young Engineering student, in Romania. Spending his time looking for innovative and smart solutions to old problems and needs in Constructions, and loving the idea of building comfortable and stable outdoor living and lounging spaces, the founder related to the perfect products to help him help others relax: retractable roofs and sliding glass systems for terraces. After years of working with people and implementing tailor-made solutions for every project in partnerships with other people and companies, in 2018 he started a company named Sun Leader by himself. The

company not only promised to offer quality with every retractable roof pergola installed, it also offers an extended guarantee of 30 years for a variety of models. From finding the most innovative way to cover and protect a terrace in all seasons, which is the retractable roof pergola, to the promise of being there for the clients even 30 years later, Sun Leader is one of the highest ranked companies in its area of activity.

The company also offers heating solutions for terraces, glass systems, shading systems and decking, and the solutions integrate the entire process: plans and ideas, measurements, projecting and rendering, tailor-made offers and products, delivery, installation, maintenance, guarantee and revisions.



Background

Starting fresh in 2018 with a bagful of experience, the Sun Leader founder decided to bring the Constructions Industry to the next level and innovate. The company participated at several local and international exhibitions in Romania, Germany, Turkey and found the perfect suppliers and producers. The market had plenty solutions and innovative products to offer, but the innovation wouldn't have any effect if it was not client oriented, tailor made and personalised. Customer oriented solutions imply more than double the effort, attention, an increased selling price and more risks, especially during Pandemic.

The company had to keep up and balance the demand and supply while being close to the customers and integrating them as an active part of the company in order to establish a trust-based relationship. This requested a larger team, business partners and additional tools and resources for project management, customer service, financial documents and other aspects.

For Sun Leader, stable and professional business partners were an important inquiry for expanding on the market as well. As the company already hardly managed projects all over the country (Romania), the number of requests coming from outside the country started to increase too.

In the first years of activity, the Sun Leader team used to spend at least 30 minutes in calculating and generating a price offer, more than 1 hour in sending a personalised proposal for each customer and even several days in implementing the updates received from the suppliers. In addition to this, the team also needed plenty of time for registering each task, document or project planning details, each one of them on different external platforms or programs. This is why the founder thought of creating an internal online platform from scratch, which could make everything easier and faster and integrate every dimension of the business in one single place. Therefore, a special app was created.

The pandemic rushed Sun Leader into the process of completing the app, as the company and its employees had to be prepared for being 100% independent of external resources and ready for remote work at any time, from anywhere.

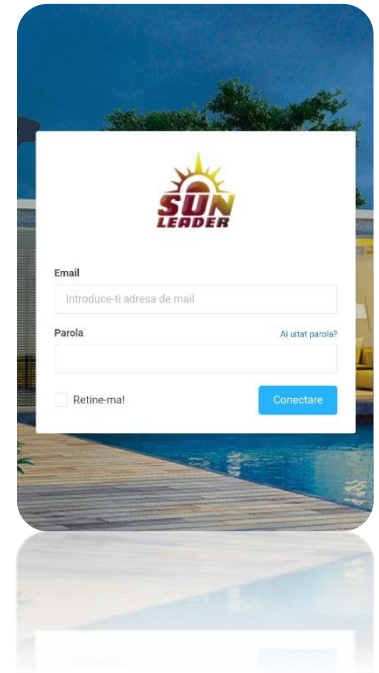
At the beginning of the pandemic the members of the team could still not streamline the processes while working remote, therefore the completion of such an internal platform was highly needed.

And more, efficiency in relation with the clients could have only be obtained with some changes in the customer care approach. The team needed a better understanding of the clients and their needs, through a better data collection.

Also, a better understanding of the products and services (from a clients' point of view) was needed in order to reduce the time spent on customer support and increase the sales. For this, the marketing processes needed a fresh approach as well.

Digital Tools

- **Company's own software (digital platform)** which integrates: database of clients, customers' requests, products (lists, documentation, price offer calculator and generator), projects and everything related (status, invoices, contracts, documentation), documentation for the team, planners and tasks manager, daily notifications for the team, meeting room, interface for partners, financial status, statistics and evolution board of the company.
- Live support chat platform: **Tawk**
- Graphic design platform: **Canva**
- Printing, publishing, and graphics software: **Adobe** package.



Methodology

For integrating most of the processes of the business in one single place and making them easier and faster the company launched its' own software.

The Sun Leader app is an internal digital platform built from scratch which holds most of the tools that the team needs. The platform is compatible with any smart devices (laptop, computer) and can also be used on the smartphone and tablet thanks to the mobile friendly interface programmed by Sun Leader's IT specialist.

Every team member owns an account and can access from anywhere:

- Customer database
- Product price/proposal requests page linked to the website, where the Sales Team receives, accesses and solves the requests sent by new clients through a special form on the website. Thanks to this page, the sales team is able to see exactly the products that the clients are interested in, technical details and measurements, or other specifications that clients give.

- The list of products with documentation for each one of them. This method of digitalising the technical catalogue, brochures and other type of documentation has made it easier for the team to read and review them anytime.
- Price offer generator interface for every product, where the sales team introduces all the technical information needed and the app instantly generates the price calculated automatically. The price offers can be automatically sent to the client or saved, downloaded and emailed, and this process takes now less than 5 minutes on a regular request. They also include all the documentation, payment information, shipping and installing details that the clients need to know about, within beautifully self-designed multiple languages templates.
- Projects database with projects status in real time, which helps their team to organise better and faster.
- Financial documents for clients, contracts, invoices and proformas with access for the administrative team only. The templates for these documents are uploaded on the platform with online signature so that the administrative team can quickly generate any document needed.
- Financial information, statistics and evolution of the company, including the annual sales target and real time status.
- Order forms manager, which helps Sun Leader quickly send the order forms to the factories.
- Adapted interface and access for partners which comes very much in hand for projects in collaboration with partners and projects abroad. This is a very useful feature of the platform as it comes in different foreign languages and allows Sun Leader to train their partners in using the app themselves. This feature also allows Sun Leader to sell access to the app and attract other similar companies to invest in a well-structured platform and a very promising business concept. This feature of the digital platform is already showing results in expanding the business on the international market.
- Planner, daily tasks manager and notifications centre. The team has now quick control over their daily planner from the company's own internal platform.

- Meeting room where every team member can join when remote. Team meetings are now easier to organise and join even on the work site or abroad, directly from the smartphone, tablet or laptop.

More than that, Sun Leader develops now a more efficient relationship with the clients through platforms such as Tawk. This online chat platform connected to the website of the company is an efficient environment for a better understanding of the clients and their needs.

The marketing team started using, at office and while working remote, different graphic design platforms and software such as Canva and Adobe, for creating more powerful and convincing marketing materials. This fresh approach allowed them to give the clients a better understanding of the products and services and make the sales processes faster and more efficient.

Conclusions

The process of digitalisation in the Constructions Industry may seem difficult to implement, but a bright vision alongside a strong plan and a flexible team can do wonders. Sun Leader's internal software has helped the company to face the challenges and be prepared for exceptional situations. It helped the team to be more efficient and adaptive, especially during the Pandemic of COVID-19.

In concrete terms, the efficiency in dealing with prospects has increased by over 80% and the clients now refer to the quick actions of the team as a great advantage on the market comparing to other similar companies, all thanks to the company's internal workspace platform. Quality products, good reference projects and better marketing and management processes also increased the brand recognition and have made Sun Leader a notable reference on the market in many ways. Unexpectedly, the digitalisation efforts sustained by the company also increased the percentage of returning customers by 30%.

Sun Leader is currently developing an app for the open public as well, hoping that in the close future the customers will be able to customize at any time and on their own the desired products and solutions for their outdoor spaces at home, at the restaurant or the business they own.