



Member Spotlight: Bounce Renewables

For our latest Member Spotlight we spoke to Ian from Bounce Renewables who gave us an insight into how they are tackling some of the main challenges of our industry and using internal processes to improve their customers satisfaction.

Tell us a little bit about Bounce Renewables and the history of the business.

Bounce renewables was established out of concern for the environment. It believed, and still does, that home improvements are key to the country achieving its carbon reduction goals, but it's not just about insulation and renewable technology. Education is a must as so much energy, and therefore cost, is wasted due to bad practices within the home.

What would you say are the most challenging aspects of our industry for you currently?

Two core principles drive Bounce Renewables, those being Enhancing the Customer Journey and Total Compliance. Getting these right and basing our business decisions around these core principles will help us to build market confidence and brand recognition in an industry that has no real de facto market leaders.

A market study revealed that only 70% of installations are 'Right First Time', meaning that there can be anything up to 30% of installations requiring a return visit or phone call to resolve a problem. Not all of the issues are down to the installation as faulty products and the propensity for customers to experiment can also create a lot of issues.

Bounce Renewables introduced a standard quality tool called FMEA (Failure Mode and Effects Analysis) to drive its 'Right First Time' installations to 100%. An FMEA looks to understand where failures can occur and ranks them on a scale of 1-10 on their severity, ability to detect and number of occurrences. Multiply the 3 numbers together and you get a Risk Priority Number which serves as the focus for Bounce' Continuous Improvement planning. The scope looks at everything from workmanship, handover with the customer, product performance through to Health and Safety. As a result of using our FMEA tool, identifying and managing risks and forward planning, our installations go to plan and the customer journey is enhanced.

In regard to our Total Compliance principle, Bounce Renewables has gone from strength to strength. In the early days APHC did



the pre-requisite hand holding to help us through the MCS certification process and with their support Bounce continues to mature its processes, policies and procedures. These processes, policies and procedures are not something we do in addition to an installation, these are natural events that flow seamlessly throughout the organisation. For Bounce Renewables, compliance is not a tick box exercise, it's what we do, it's one of core principles that underpins and drives our business, and it perfectly complements our 'Right First Time' goal.

With the organisation having a solid customer focused foundation the challenge now is to grow without compromise. Bounce Renewables will continue its work with APHC to look for new and innovative ways to support its growth aspirations.

Training will be key, as will finding system solutions that secure MCS, Trustmark and Ofgem compliance and bringing all these to the customers attention to build confidence in renewables. Financial packages for property owners will also be important to support growth for renewables, PCP financing for motor vehicles helped stimulate that sector but renewables is still stuck with traditional methods. The Government still believes the Boiler Upgrade Scheme is the solution but until Ofgem gets the systems in place to pay installers on completion, then they continue to be part of the working capital problem for the installer network.

How has being an APHC member benefited your business?

The APHC continues to support its membership by being proactive. The APHC

team want to make a difference, and nothing is too much trouble. Our initial dealings with APHC helped us formulate our understanding of what good business practise looks like. It continues to look for partners that can support the industry and we believe APHC membership will be an important part of our success going forward.

What plans do you have to continue your success and propel your business moving forward?

For us to be successful we must not only stick to our founding principles of Enhancing the Customer Journey and Total Compliance but we must be able to communicate and sell the benefit of these business practises too.

With only 9,000 BUS redemption applications received in the last 10 months the industry is falling well short of the 600,000 government target. Assuming the Government will create a greater awareness in the coming months we should hopefully be predicting a greater demand, but how will that demand be serviced and what impact will it have on the customer? Bounce Renewables is already seeing prices being driven down and unfortunately a corresponding increase in customer dissatisfaction. No one can predict where this will lead but for Bounce Renewables the focus will always be the same, to put the customer first and drive compliance.

Find out more about Bounce Renewables here:

www.bouncerenewables.co.uk

hello@bouncerenewables.co.uk