Maximizing ROI: The installer's role in system optimisation and customer education

Every homeowner investing in solar PV and battery storage is seeking a positive return on investment (ROI) alongside environmental benefits. As experts in the field, we (the installers and solutions providers) carry a crucial responsibility: ensuring customers not only get a great installation but also the forecast savings.

Speaking from personal experience as a new homeowner navigating the process of turning a 'tired' ex-council terraced house into an environmentally friendly home, I've realised just how much more the industry can do to inform and educate consumers. The potential of clean energy solutions is immense, but the full benefits are only realised when homeowners are sufficiently equipped to understand their choices and take full advantage.

Three pillars of a successful project

- **Appropriate system design** – Specifying a solution that's suitable for the customer's needs.
- **Realistic financial estimates** – Clearly communicating performance and financial outcomes to justify the investment.
- **Customer education** – Providing the knowledge and tools for the customer to achieve the savings forecast at the sales stage.

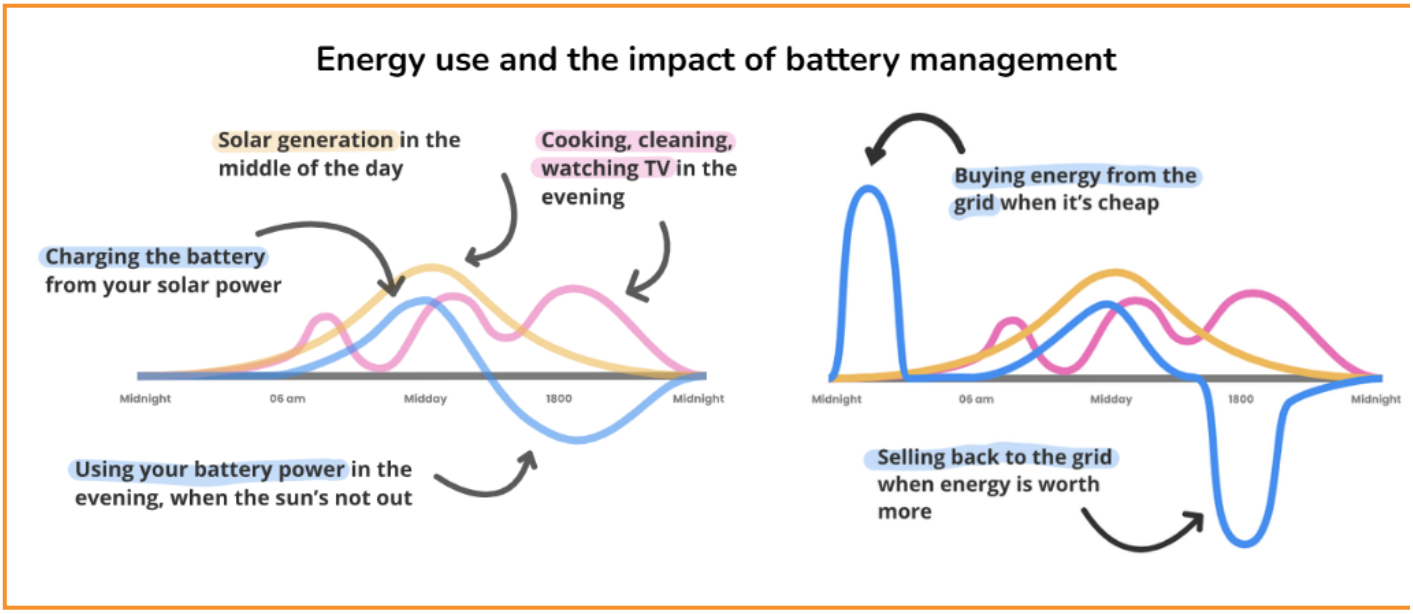
Why customer education is so important

Focusing on the third pillar, customer empowerment is what separates a decent installation from a system that delivers on its full potential. Investing an extra five minutes in education is the best investment you can make in your business's reputation.

Navigating tariff complexity

Energy tariffs, particularly time-of-use (TOU) and others optimised for solar and batteries, are inherently confusing. Homeowners need a trusted expert to explain how the storage system should be programmed to maximise charging during cheap, off-peak periods and discharge to minimise grid consumption during expensive peak times. Installers must be the translators, turning complex data into clear financial instructions. There are several ways energy management can be

configured: manually, via the energy supplier, or through third-party apps (outlined in [understanding energy management options](#)).



> **Important note:** Tariffs change over time. TOU rates are updated, new products appear, and export tariffs can go down. That means customers must be encouraged to check they're always on the best tariff for their usage profile. A battery configured perfectly today may underperform tomorrow if the tariff changes. Helping customers understand this dynamic is central to maximising ROI.

Ensuring performance optimisation

A battery is only as good as its settings. If a system is incorrectly configured, it may charge or discharge at sub-optimal times, drastically eroding the promised financial benefit and return on investment. Aligning the battery's operational settings with the chosen energy tariff and the customer's unique consumption profile is a non-negotiable part of the installation process.

Driving customer satisfaction

When the monthly energy bill consistently validates the projected savings, it doesn't just benefit the customer, it is good for business and for the industry. Thrilled customers provide positive reviews and, more importantly, valuable referrals. Turning a great installation into a great financial outcome for the homeowner is the surest path to sustained business growth.

How Easy PV helps in practice

Using the right software solutions becomes invaluable in this process. Easy PV goes beyond simple design and quoting and allows you to proactively model system benefits based on the customer's consumption profile and the impact of TOU tariffs and energy management options.

- **Consumption task** – Input or model a customer's actual consumption profile to align system design with real usage patterns. Configure tariffs and energy management settings.
- **Financial task** – Forecast costs vs benefits over the lifetime of the system. Demonstrate realistic savings forecasts.
- **Customer proposal** – Generate clear, visual proposals that explain not just the hardware, but the financial logic behind it. Customers can see how system settings and tariff choices translate into annual savings. Take a look at our article about why customer proposals matter.

By modelling tariff scenarios, Easy PV helps installers configure the right financial settings at the design stage and explain to customers why reviewing tariffs regularly is essential. This transparency builds confidence, validates ROI, and strengthens the reputation of these technologies and the industry.

Practical guidance is available in the following user guides:

- Consumption task guide
- Financial task guide
- Configure financial settings and defaults

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