

Helping Utility Aid Launch a Scalable Sub-Broker Channel with Broker360

Utility Aid leveraged POWWR's Broker360 to support a seamless and scalable sub-broker program, enabling growth without adding headcount or increasing overhead.



Who is Utility Aid?

Voluntary Experts

Utility Aid is an energy consultancy and brokerage specializing in serving the voluntary sector. With a long-standing relationship with POWWR, Utility Aid empowers its Energy Specialists through the Broker360 platform.

Partner Growth

In 2024, Utility Aid expanded its services by launching a sub-broker channel. They sought a way to extend the same streamlined quoting and pricing experience to their partners that their internal team already relied on.

Scalable Efficiency

Utility Aid needed a tool that could scale with them but without increasing complexity or manual labor. Broker360 enabled this shift, helping them maintain operations while growing their network.

CHALLENGES

Scaling without increasing operational strain

Utility Aid launched a sub-broker channel to grow, but manual workflows and low visibility slowed progress. Onboarding new partners raised concerns about efficiency and control.

- Manual processes required extra headcount to support growth
- Lack of visibility and record keeping across sub-broker activities
- Concern about operational impact from onboarding new partners

SOLUTIONS

Broker360 enabled efficient, independent operations at scale.

Broker360 enabled sub-brokers to quote and place business independently, reducing onboarding effort and building a scalable platform to support channel growth.

- Broker360 enabled sub-brokers to quote and place business independently
- Reduced operational impact from onboarding new partners
- Created a scalable, centralized platform to support ongoing channel growth

RESULTS

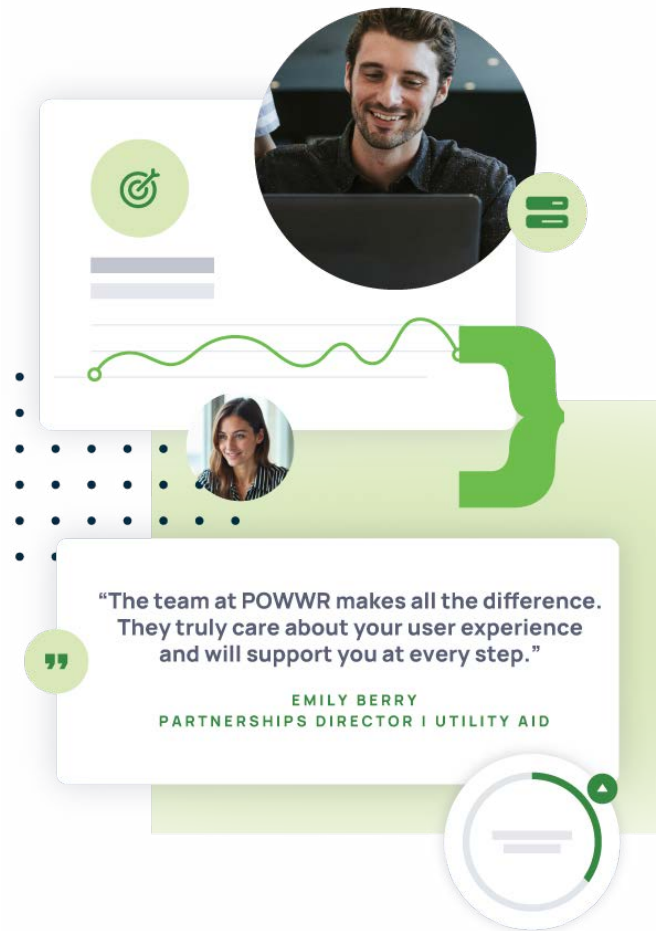
A Seamless Sub-Broker Experience

By implementing Broker360, Utility Aid can now onboard new sub-brokers with ease, ensuring the process is smooth and minimally disruptive to daily operations.

The team has significantly reduced administrative burden, eliminating the need to hire additional staff to keep up with growing demand.

Sub-brokers now enjoy a consistent, user-friendly quoting experience, enabling them to serve customers quickly and confidently.

In addition, record keeping and reporting capabilities have improved, helping Utility Aid maintain better oversight and efficiency as the channel grows.



“The team at POWWR makes all the difference. They truly care about your user experience and will support you at every step.”

EMILY BERRY | PARTNERSHIPS DIRECTOR | UTILITY AID

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