

Green Loans

The green Loans scheme was doomed from the day it allowed 'assessors' to be paid on the number of calls they made and not on performance.

I was made aware of the scheme which I immediately realized was too good to be true by an assessor who was describing her job, which was one she was clearly not qualified to do and could not see the problem that she was being paid to make calls on prospects homes who none were taking up the offer of an interest free loan, while she was being paid and felt this job would continue. There is no business or government department in the western world that operates this way.

The initial leads she was following were created by a call centre who were following up a list for people who took up a previous offer for free light bulbs who are not exactly what you would call committed spenders on green improvements, although I guess to a non commercial minded person it could be considered they were possible prospects ? In addition many of these people were renting who would never be a prospect, but the assessors would still make the call and take the money.

In short the green home loan scheme has just created an opportunity for the company who could get the most assessors up and going and get calls made the quickest an opportunity to get the lion share of the funds available, knowing that consumers were not going to take up the offer, or at least knew it very shortly after starting to make calls.

What should have happened.

The green home loans should have been advertised and offered the opportunity for home owners to apply for an interest free loan to improve their homes if they 'qualified'. To qualify they would have to respond to the advertisement and pay an assessment fee of say \$200 which was refundable when they took up the loan.

Further the companies that made the calls would only be paid the \$200 on successful applicants of the now well qualified leads which would make them train and select quality staff and quality staff would see this as an opportunity calling on well qualified leads for a very attractive no cost offer. They would also not need to generate leads unless their well qualified sale/assessors chose to where they felt confident they could get a return on their investment.

Sounds dead simple.... It is.

This is how the scheme should have been run and this is not 'in hindsight' but obvious to anyone one with basic marketing skills. One of the first things I learn't in business was if you give your staff the opportunity to steal the majority will, but take that away and only a few percent will try. The government in the Green Loans debacle has just left the safe door wide open and everyone involved has taken advantage as you would expect them to.