

Case Study

Panasonic Premium Tier Residential Solar Installer



Challenge

The company had a strong sales team, but were limited in their success because they were:

- ⊗ Spending too much time trying to connect with leads
- ⊗ Unable to get to leads after hours
- ⊗ Wasting too much money and time screening leads

Solution

Verse provided the company with 24/7 coverage and instant lead response, increasing their onsite appointments by 38%. The company was able to connect with 82% of their leads and maximize their conversion rates through our solution. Their sales team was freed up to focus on larger revenue drivers.

“We love that our sales team can spend more time helping customers face-to-face.”

VP of Sales and Marketing

Hi David, this is Casey with ABC Solar. We just received an inquiry from you. Are you available to hop on a quick call or would you prefer to text?

Hi, that was fast. Text, please

We try to be quick here. Before we get started, can you tell me which of our services you were interested in?

Solar Panels

Awesome. What type of building do you reside in?

Single family home

Sounds good! What is your average monthly electric bill looking like?

Excluding gas, roughly \$100

Great, it definitely sounds like we can help you out. I have all the information I need and will have one of our experienced estimators reach out to you as soon as possible. Does today @ 2:00pm work for a call?

That's perfect, thanks for the help

*Actual text conversation on the verse.io platform. Personal info has been anonymized.

Verse converts your new leads into sales-ready opportunities through immediate, AI-driven and human powered outreach.

Learn more & book a demo at www.verse.io/panasonic

“Using instant 24/7 response and consistent follow-up has been a game changer.”

VP of Sales and Marketing

The company featured in this case study is a privately-held solar installer that has attained Premium Tier status within Panasonic’s Residential Solar Installer Program.

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