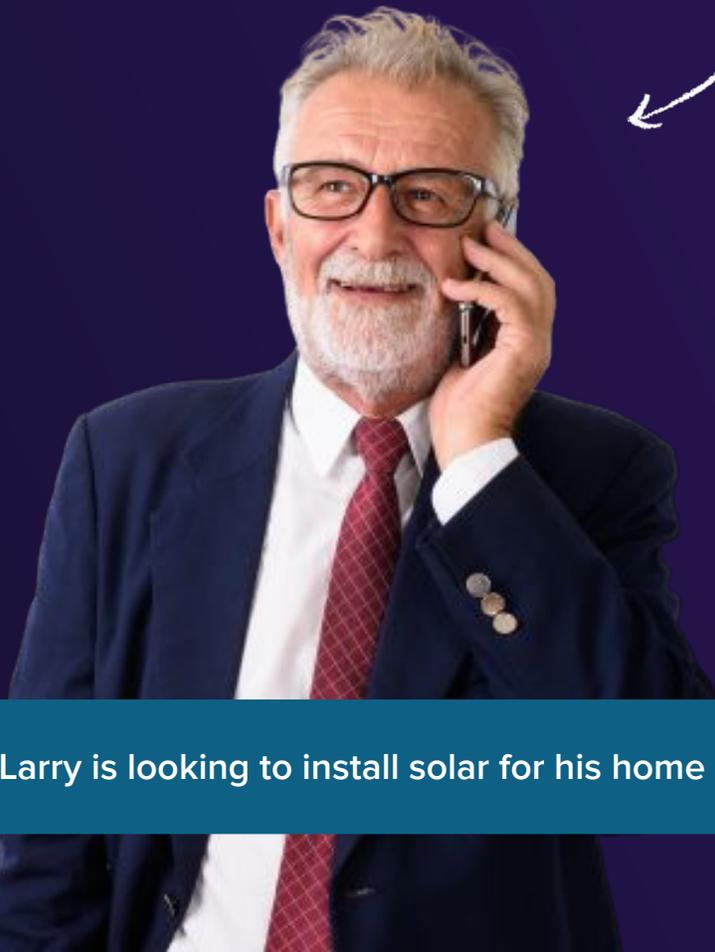




**“Our lead generation efforts have been completely validated. Brooklyn SolarWorks books 35% more appointments using Verse.”**

this is Larry



Larry is looking to install solar for his home

Brooklyn SolarWorks is one of NYC’s leading residential solar system design & installation providers. Their team introduced the innovative and economic wave of solar power in the city that never sleeps.

### **Challenge**

As a leading solar company, one of the common struggles for Brooklyn SolarWork’s team was the ability to connect with their leads. The more that new, shiny leads came in, the more old leads were left behind. As a result, money and opportunities were continuously left on the table. Alongside this issue, part of the reason leads went stale was the inability to follow up and connect. Connecting with leads that came in after hours or on weekends was a difficult and sometimes impossible feat.

### **Solution**

Instead of letting the leads they generated go to waste, Brooklyn SolarWorks invested in Verse to maximize their opportunities with two-way SMS conversation. Verse was able to give their leads 24/7 engagement backed by AI-powered technology and occasional human intervention. Old and stale leads are revived and qualified so no money or lead slips through the cracks. More importantly, new leads are immediately connected with and driven swiftly down the sales funnel through Verse’s speed-to-lead.

## After speaking with Larry, Verse determines that Brooklyn SolarWorks can offer solar!

Hi Larry, this is Alex, with Brooklyn SolarWorks. We just received an inquiry from you about our solar services. Are you available to hop on a quick call or would you prefer to continue by text?

Texting for now

Great. To start, are you the homeowner or building owner of the property?

Homeowner

Awesome. What type of building is it? (Single-Family/Townhome/Condo/Commercial, etc.)

Single Family

Tudor brick

Great. Just to confirm, do you have a flat rooftop?

Yes, flat.

Perfect. Of the bills in your building, what is your highest electric bill that you have received? (\$ or kWh)

I would say around 150

Well it definitely sounds like we can help you out. What are the best dates/times to have one of our solar consultants get in contact with you and further discuss your solar options?

Evenings are best. Any day after 6pm

Great, I have all the information I need and I will have one of our solar consultants reach out to you as soon as possible to confirm an appointment. Please be sure to have a Con Edison Utility bill ready for the appointment as it will help us determine your solar needs. Thank you and have a great rest of your day!

Thank u. You too

Qualified

Note: Lead came in during after hours

## Results

Brooklyn SolarWorks now has the maximum conversion rates at all times. Their marketing and sales teams are able to focus on tasks at hand. Sales can focus on meeting with ready-to-buy customers and marketing can use Verse's lead data to better target and generate quality leads. In return, the ROI has proven through the conversion rates with **35% more appointments booked and a 60% increase in productivity.**

“The stress of immediately connecting with a lead after hours is no longer an issue. It's made selling a painless process for our team.”

**Lauren McCormack**  
Inside Sales Operator  
Brooklyn SolarWorks



## CONVERSATIONS THAT DRIVE LEAD CONVERSION

Engage, qualify and convert your prospects with conversations powered by our unique blend of people and smart technology.

-  Instant 24/7 response
-  Appointment Booking
-  Live call transfers
-  Custom scripts
-  Real-time insights
-  Up to 6 month lead nurture
-  CRM integrations

For more info on how it works, visit [verse.io/how-it-works](https://verse.io/how-it-works)



Once qualified, Larry has an appointment set with Aaron at Brooklyn SolarWorks