

# See how Verse booked **38%** **more onsite appointments** for Sunline Energy

Sunline is a privately-held and family operated solar installer whose mission is to design and install superior quality solar systems that deliver maximum long-term value. They're ranked the #1 solar provider on Yelp and named as one of the top solar rooftop contractors in the world.

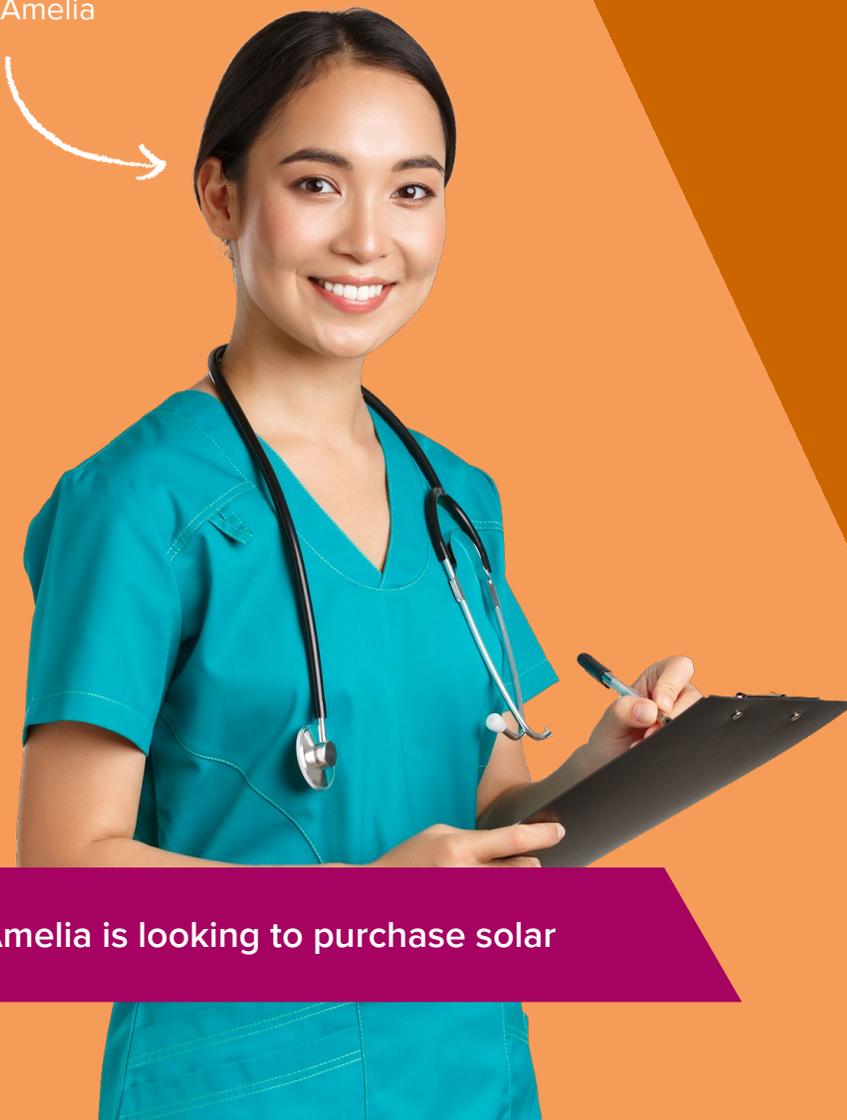
## Challenge

Sunline's sales team was spending too much time chasing cold leads and less time going to in-home appointments, which is where they really shine. Lack of coverage outside of business hours impacted their ability to quickly respond to customers and set appointments. Additionally, the cost of screening a consumer was too high, and the potential cost of managing their own contact center was prohibitive.

## Solution

Verse.io provided Sunline with 24/7 coverage and instant lead response using the power of human conversation and innovative tech. Sunline achieved conversational lead engagement that was affordable, scalable, and, most importantly, produced more in-person appointments and lowered screening costs.

this is  
Amelia



Amelia is looking to purchase solar

Thanks to Verse, Amelia is able to connect with the Sunline Energy team.

Amelia, this is Casey, with Sunline Energy. We just received an inquiry from you. Are you available to hop on quick call or would you prefer to text?

Still Interested?

Enters Nurture

Texts  
x4

emails  
x2

Hi Amelia - Casey from Sunline Energy here again. Are you still interested in booking an appointment for more information about our services? If so, please give let us know!

Yes

Great. Before we get started, can you tell me which of our services you were interested in?

Solar

Awesome. Do you own your home?

Yes

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

\$170.00 but in summer with AC on it's \$350.. for 3 months...

I totally understand the summers have been getting hotter lately.

Yep

Perfect. Well it definitely sounds like we can help you out. What's a good day/time for us to meet you at the property, evaluate the job site, and provide a proposal?

Sat 10:30 to 1 pm

Great. I'll have one of our specialists reach out to confirm your appointment. If anything changes, please let me know. Thank you and have a great rest of your day!

Qualified

## Results

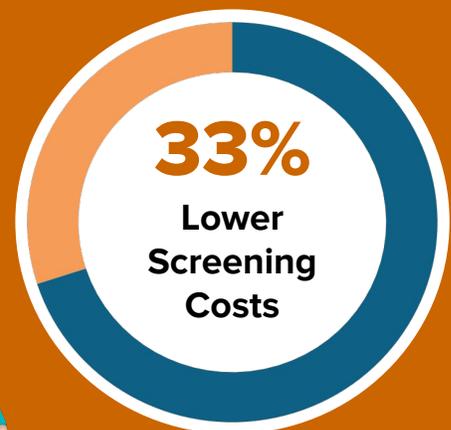
Verse.io helped Sunline improve efficiency and ROI by increasing onsite appointments by 38% and lowered the cost of screening a lead by 35%. Now Sunline can focus on what they do best: connecting with solar energy prospects in person and helping to customize a solution that fits their needs.

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Using instant 24/7 response and consistent follow-up has been a game changer. Verse has increased our onsite appointments by 38%! We love that our team can spend more time helping customers face-to-face.

Gerry Ebert

Director of Sales & marketing  
Sunline Energy



## 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, we connect Amelia to John and Kristie, who are ready to help!