Case Study: SUNRUN

📍 San Francisco, CA   👥 Nationwide Solar Provider

🏢 Solar   🔗 www.sunrun.com

SalesRabbit

Sunrun Switches to **SalesRabbit** for Improved Customer Support and Lower Costs

Sunrun has one simple goal as a business: "to create a planet run by the sun." They are a national solar provider with a canvassing team and retail locations at Costco and Home Depot. Sunrun has experienced constant growth in the past few years and expects to continue expanding their sales and canvassing efforts in the coming years.

About two and a half years ago Tamara Suguitan set out to create a door to door sales team. Sunrun found a software platform to help them track leads and stay organized, but it had a few issues that hindered sales rather than facilitating them. They needed to switch to SalesRabbit to truly experience the benefits of sales enablement.

Lack of communication and high costs
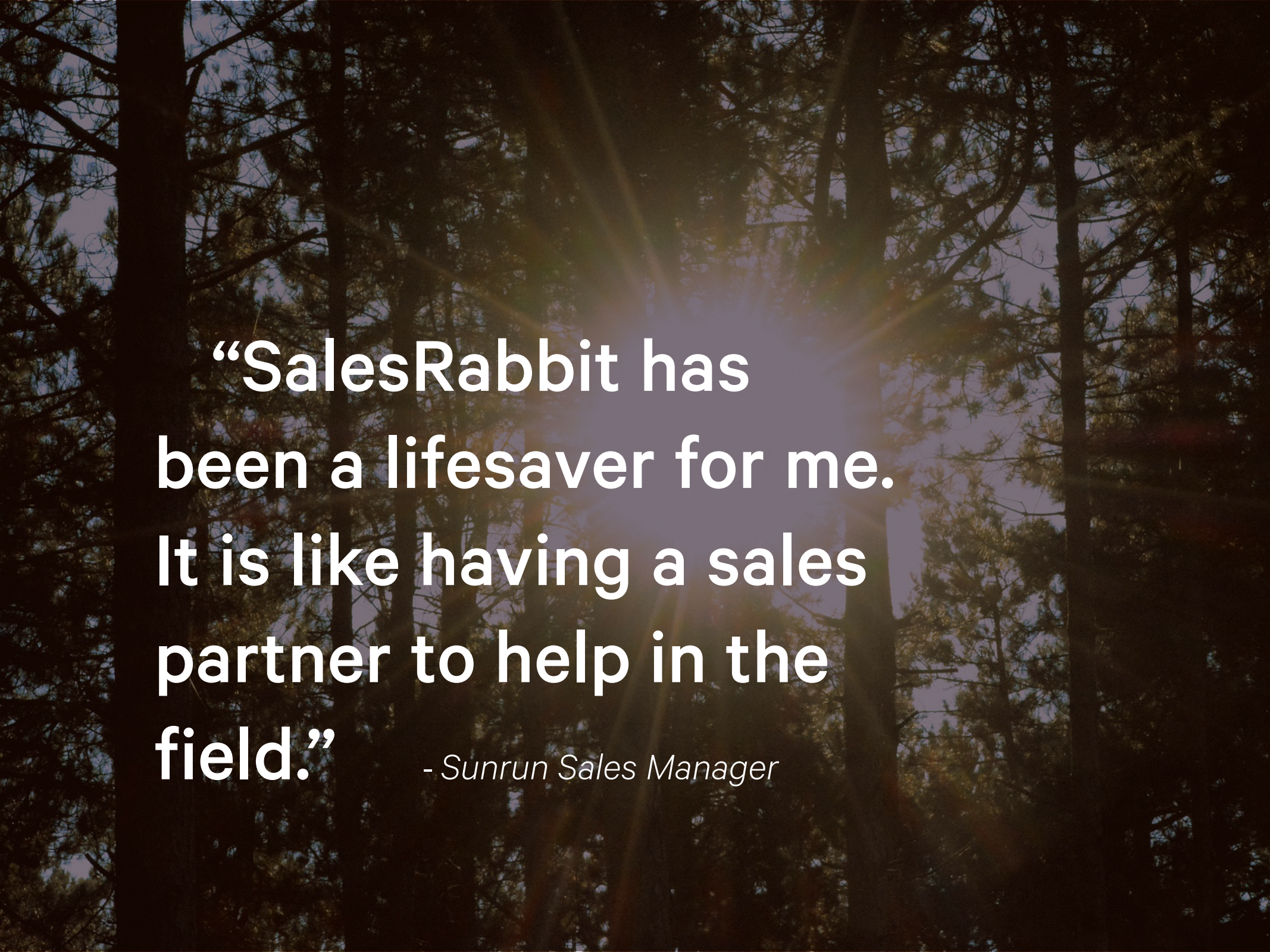
Challenges:

- Lack of communication with their former software provider left sales reps unable to use their app

- High monthly costs

- Difficult system for managers to assign areas to their sales reps

Customer support is a staple of any well-run business that provides a service. When Sunrun sales reps had issues with their inital sales software they were never able to reach a support team to fix the problem. It would usually take up to a week to get in contact, and that was simply too long for the sales reps. They needed constant customer support so their questions could be answered and they could focus on maximizing sales.

Another issue for Sunrun was the high per-user cost from their former provider. These costs were up to $65,000 a month at $75 a user. Sunrun knew that they needed to find a software with a lower price to get a better return on their investment.

These costs were especially hard to justify when the app system was difficult to use. Sales managers at Sunrun explained that they would often spend far too much time assigning area for their teams and not enough time selling. They would have to drive around and hand pick areas each day just to assign an area for each member of their teams. This cost the canvass managers valuable time that they could be using to get their own sales.

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"SalesRabbit has been a lifesaver for me. It is like having a sales partner to help in the field."

- Sunrun Sales Manager

Sales enablement software that actually enables sales reps

Tamara and Sunrun knew it was time to look for different options for a software canvassing tool. The company found SalesRabbit and realized that SalesRabbit's mobile app had more features and a better price. It was a more comprehensive solution at a friendly price point.

Sunrun was impressed by the initial customer support that SalesRabbit provided during the onboarding process. They loved how the customer support team at SalesRabbit is always available for sales reps throughout working hours. They also enjoyed the relationship that they built with the SalesRabbit VP of sales, Sean Huckstep. They knew he was always available for calls and would help in whatever way he could.

Solution:

- SalesRabbit integrated with Sunrun's canvassing program to provide a smarter way to sell

- Sunrun paid a lower cost per account with SalesRabbit than with competitor

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"SalesRabbit has the bandwith, the resources, and the engineers to evolve with our business. Their software is worth the investment for any sales and marketing organization"

-Tamara **Suguitan**

Satisfied company and canvassers

Results

- Sunrun saved $500,000 a year with SalesRabbit vs. their former provider

- SalesRabbit engineers helped integrate Sunrun's specific requests to facilitate the user experience

- Easy-to-use area tools in SalesRabbit let managers manage less and sell more

The switch to SalesRabbit immediately yielded positive results for the Sunrun canvass program. They estimated that by switching to SalesRabbit they have saved the company $500,000 a year in costs.

SalesRabbit's customer support team helped create a working partnership between the two companies. In order to meet Sunrun's specific needs, the engineers at SalesRabbit adapted to and resolved any issue that they had. The fact that SalesRabbit was always available to talk with Sunrun and able to resolve their issues was extremely valuable in building the relationship that the two companies have today.

The sales managers at Sunrun are now more efficient due to the SalesRabbit area assignment tools. One manager said that he saves 2 hours a day thanks to SalesRabbit. He loves that all he has to do is pull up the app on his iPad and draw with his finger to assign areas.

Tamara and Sunrun recommend that any company with a field lead generation channel should have SalesRabbit to streamline the sales process. They invite any business out there to research different sales enablement softwares to find out for themselves that SalesRabbit has the bandwidth, the resources, and the engineers to make their sales reps' lives easier and grow their business.

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About SalesRabbit

SalesRabbit is the industry leader for lead tracking and selling for face to face and door to door sales reps. The lead management, leader boards, area assigning tools, and digital contracts give sales reps the tools they need to succeed. SalesRabbit integrates with CMS and CRM's like SalesForce and many other platforms. Schedule a demo today to experience how you can enable your sales team and accomplish executive initiatives through modern sales software.