

# Sunline Energy Case Study



**38%**  
more onsite appointments

**35%**  
increase in productivity

**82%**  
lead response rate

## Sunline's Challenge

Sunline Energy 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

## The Verse Solution

Verse provided Sunline with 24/7 coverage and instant lead response, increasing their onsite appointments by 38%. Sunline 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."

**Gerry Ebert** | VP of Sales and Marketing





Hi David, this is Casey with Sunline Energy. 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](http://www.verse.io)

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

**Gerry Ebert**  
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.