

CASE STUDY: ReNu Solar and Roofing

ReNu Solar Generates an Estimated \$225k+ in Revenue with the Snoball Platform



COMPANY SUMMARY

 Number of employees: 51-200

 Industry focus: Solar

 Founded: 2012

RESULTS

\$225k+

Est. Revenue from Referrals

80+

New Referrals

9

Sales from Referrals

THE CHALLENGE

Difficulty managing and capitalizing on customer referrals and reviews

ReNu Solar and Roofing, based in Harrisburg, Pennsylvania, has experienced rapid expansion over the past few years. However, they faced challenges in **effectively managing customer referrals and generating reviews, which hindered their overall growth potential.**

Jacob Dimpsey, the Inbound Leads Manager at ReNu Solar and Roofing explains the situation,



Jacob D.

Inbound Leads Manager @
ReNu Solar and Roofing

"In the past, we didn't have a strong mechanism for gathering referrals. We were just waiting for people to call in or for our sales reps to solicit referrals."

This ad-hoc approach resulted in missed opportunities. Customers willing to refer friends and family often didn't know how to do so effectively. The referral process was not prominently featured on their website, leading to a lack of awareness among customers.

The challenge was clear: they needed a streamlined, effective way to manage referrals and reviews to capitalize on their growing customer base and improve overall customer satisfaction.

THE SOLUTION

A platform that provides a comprehensive solution for managing referrals and reviews and enhancing customer communication

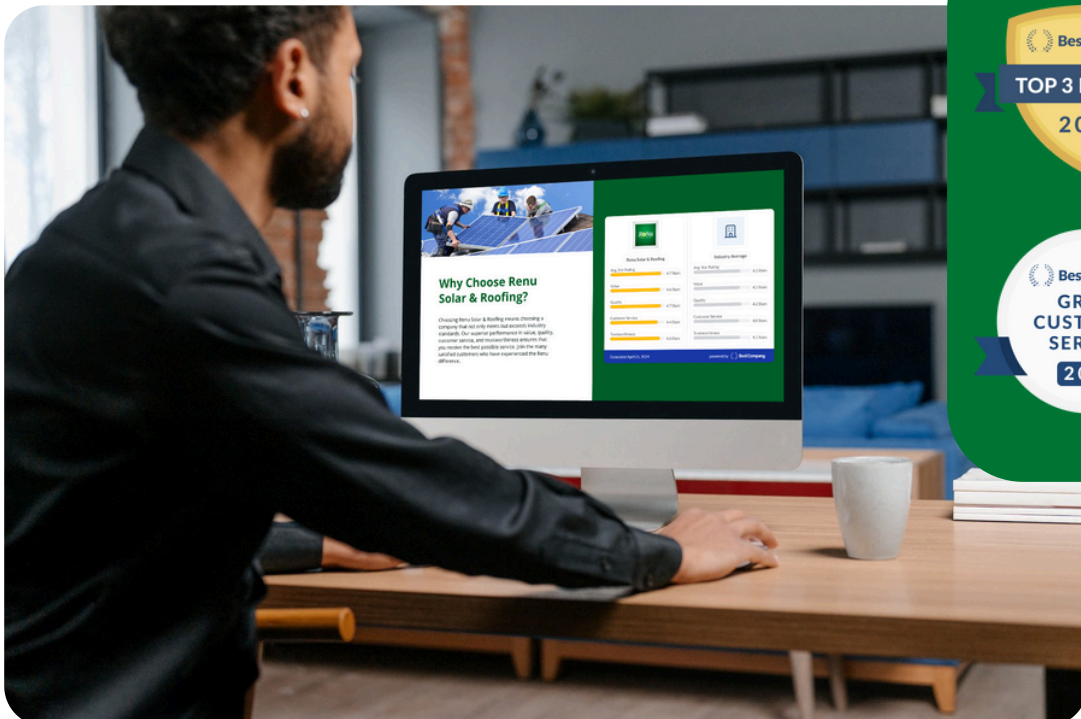
ReNu Solar and Roofing turned to Snoball – a word of mouth marketing platform that generates referrals, creates marketing assets, and collects reviews from happy customers. This is done by nurturing customer conversations to build relationships and boost company growth.

Jacob explains how Snoball gathers reviews and referrals,

"Snoball will email our customers asking for referrals. If they don't have a referral, they ask for a review or a video testimonial. This continuous engagement helps nurture relationships over time."

- Jacob D., Inbound Leads Manager @ ReNu Solar and Roofing

The Snoball platform also provided tools for creating marketing assets that could be used in various ways. For example, ReNu was able to build assets to include in their sales presentations and display at home shows and events. These assets showcased positive customer reviews and testimonials, reinforcing the company's credibility and making it easier for sales reps to close deals.



THE RESULTS

A notable increase in referrals and customer satisfaction after partnering with Snoball

Since partnering with Snoball, ReNu has received 84 referrals, resulting in 9 sales. "Two of those sales have reached completion, and we still have seven working through the pre-installation process," Jacob shared. This increased engagement has significantly impacted their customer relationship and trust. We estimate that Renu has generated over \$225,000 in revenue from these nine sales.*

Key Metrics

\$225k*

Est. Rev from Referrals

Total revenue from referrals generated through Snoball.

80+

New Referrals

Total number of referrals that have been sent by customers.

9

Sales from Referrals

Number of closed deals that have come from referrals.

Key Outcomes for ReNu



Enhanced customer communication



Increased referrals and reviews



Improved efficiency for employees

Enhanced customer communication

The Snoball platform has significantly improved communication between ReNu and its customers. By automating the process of reaching out to customers for referrals and reviews, ReNu has established a continuous and open line of communication. This proactive engagement has not only increased the frequency and quality of interactions with customers but has also built a stronger sense of trust.

Increased referrals and reviews

One of the most impactful outcomes of using Snoball has been the substantial increase in customer referrals and positive reviews. With Snoball, they now have a structured system that automates the solicitation of referrals and reviews. In just a few months, this has resulted in 84 referrals and 9 new sales, with more leads in the pipeline.



Improved efficiency for employees

The platform's automation capabilities have reduced the manual effort required to track and manage referrals, freeing up valuable time for the team to focus on other critical tasks. Jacob Dimpsey, the Inbound Leads Manager, now has a more efficient system for managing the referral spreadsheet and CRM, allowing for better tracking and follow-up on leads.



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SNOBALL X RENU SOLAR PARTNERSHIP

A promising future of growth and enhanced customer engagement

Jacob Dimpsey highlighted the exceptional support and responsiveness provided by the Snoball team.

*"Working with the Snoball team has been a great experience. Curtis, Claire, Landon, and everyone we've worked with **have been incredibly helpful and friendly**. Curtis is always available for any questions or concerns, and he's super receptive to any changes we need in our marketing verbiage."*

- Jacob D., Inbound Leads Manager @ ReNu Solar and Roofing

This level of support ensures that ReNu can quickly adapt to changing needs and continuously improve their referral and review processes.

Looking ahead, the partnership between Snoball and ReNu Solar and Roofing holds immense potential for continued growth and innovation. As ReNu continues to expand its customer base, the Snoball platform will play a crucial role in sustaining and enhancing customer engagement.

The ongoing collaboration will focus on leveraging customer insights, optimizing referral strategies, and exploring new opportunities for customer interaction.



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WHO IS RENU SOLAR AND ROOFING?

A leading provider of solar and roofing services in Central and Southeast Pennsylvania and Northern Maryland.

ReNu Solar and Roofing is a premier provider of solar and roofing solutions, headquartered in Harrisburg, Pennsylvania. Established in 2012, ReNu began as a home improvement company focusing on roofing and siding projects. Recognizing the increasing demand for renewable energy, ReNu shifted its focus in 2017 to specialize exclusively in solar and roofing services.

ReNu's mission is to create a positive impact by driving the adoption of solar energy, thereby empowering both people and the planet. The company prides itself on its vertically integrated approach, managing every aspect of their projects in-house – from lead conversion to sales, permitting, installation, and maintenance.

**The revenue estimate is our conservative number based on \$25,000 per installation, an estimate drawn from these two sources. ([Ecowatch](#)) ([EnergySage](#))*

Why choose Snoball?

Snoball is a word of mouth marketing platform that leverages the power of customer satisfaction. With the help of this platform, you can utilize the experiences and opinions of your satisfied customers to build momentum in your marketing and sales efforts.

Snoball offers easy-to-use tools for receiving referrals from happy customers, gathering customer reviews, and displaying reviews on your website with customizable widgets.

Find out how Snoball can benefit your business at snoball.com.

