

Sunrun Attracts 2,000+ New Referrals with Snoball's Referral & Rep Tools



SUMMARY

Sunrun and Snoball's partnership resulted in a new approach to rep-first referral generation through Megan, the Snoball Assistant for reps.

RESULTS

2,000+

New Referrals Since Starting with Snoball

3,000+

Customer Reviews Since Starting with Snoball

4.7 / 5 stars

Average Review Score with Snoball



CHALLENGE

Inconsistent management and tracking of referrals



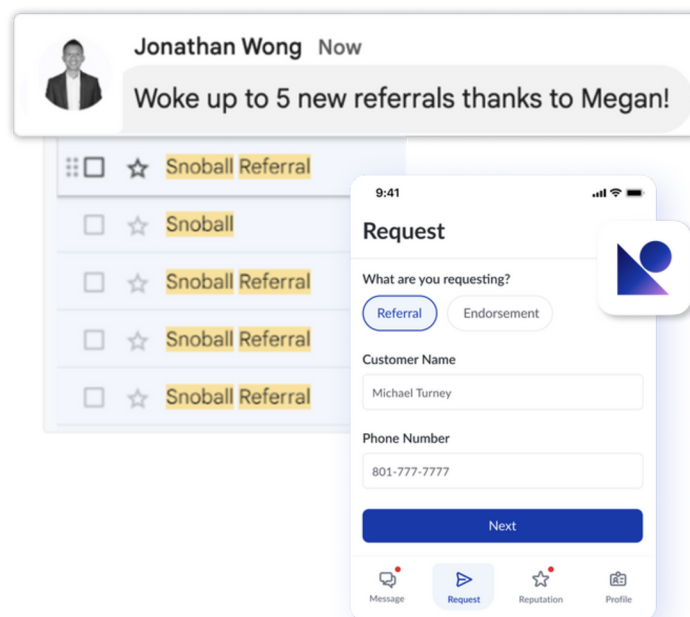
SOLUTION

An automated referral platform and the Snoball Assistant for reps that nurtures, collects, manages, & perpetuates referrals




THE RESULTS

A done-for-you lead channel that brings the highest quality leads, as well as an upgraded customer experience



COMPANY SUMMARY

 Number of employees:
10,000+

 Industry focus:
Renewable Energy

 Founded:
2007

RESULTS

2,000+

Referrals Generated

3,000+

Reviews Generated

4.7 / 5 stars

Average Review Score



THE CHALLENGE

Struggling to provide structure to their referral efforts, leading to a fractured & inefficient efforts among reps

Sunrun's main challenge was the lack of a structured and consistent referral system. Referrals, their most affordable and high-converting lead source, were left to individual sales reps to manage independently, leading to fragmented efforts, inconsistent tracking, and varying success.

This ad-hoc approach created inefficiencies in generating and leveraging referrals effectively.

They launched their referral-powered word of mouth program with Snoball and began seeing incredible results:



Rocki Leonard

CX Marketing Manager
@ Sunrun

*"We're finally able to collect referrals, track referrals, and improve that whole experience for our customers, giving them easy ways to refer others and to earn... **In less than a year, we've collected over 2,000 referrals.**"*

Sunrun needed a structured and scalable referral solution to align efforts, improve tracking, and maximize the potential of their most valuable lead source—and Snoball provided the tools and expertise to make it happen.



**Book a
Demo Now!**



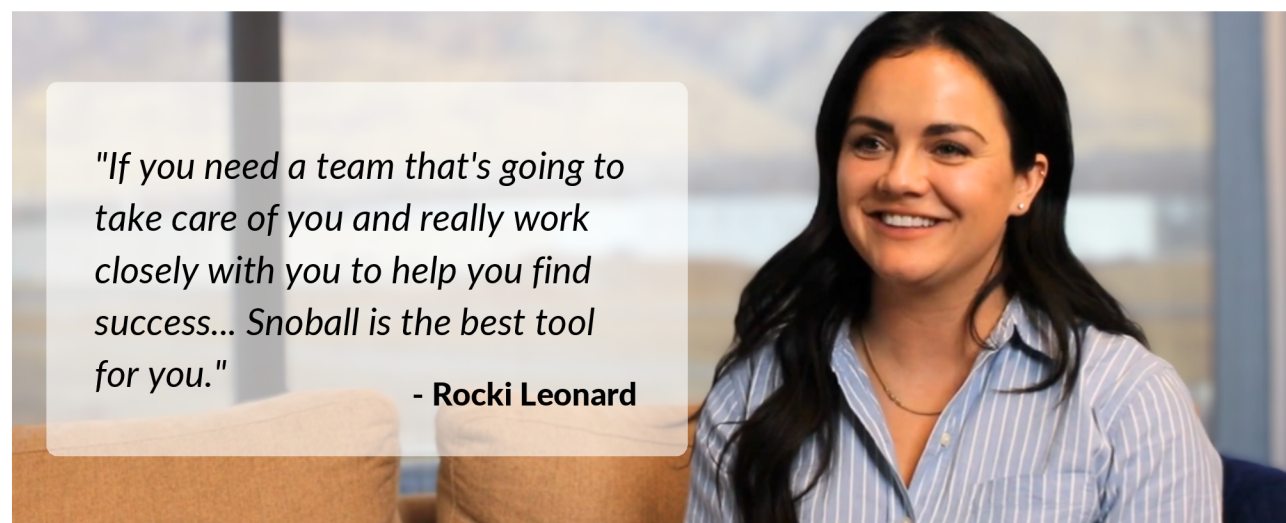
THE SOLUTION

An automated referral platform and the Snoball Assistant for reps that nurtures, collects, manages, & perpetuates referrals

Snoball streamlines referral tracking, empowers customers with easy-to-use tools for promotions and rewards, and enhances sales reps' outreach via the Snoball Assistant, Megan.

The Snoball platform allowed Sunrun to:

- Automate customer communication, reminding them about the referral program and its benefits.
- Streamline referral tracking and management.
- Engage customers with easy-to-use referral tools.
- Empower sales reps with a dedicated Snoball Assistant (Megan), digital business cards, and other reputation-building features.



Snoball also empowered Sunrun's sales reps by providing digital business cards and reputation tools. These features allowed reps to showcase their expertise, build trust with potential customers, and foster deeper relationships with existing clients.

According to Rocki, "This Snoball platform is...a reputation tool, a digital business card, and an assistant that keeps customers engaged.

Snoball introduced automated engagement tools that ensured continuous communication with Sunrun's customers. By sharing referral promotions and maintaining consistent touch points, the platform created ongoing opportunities for customers to engage and share their positive experiences.

THE RESULTS

A done-for-you lead channel that brings the highest quality leads and an upgraded customer experience

Sunrun achieved significant milestones within a year of launching their Snoball-powered referral program:

- **2,000+** new referrals in less than a year.
- **3,000+** new customer reviews generated.
- **4.7/5** average star rating of customer reviews.
- **8,421** company advocates identified via Megan, Snoball's Virtual Assistant for Reps.
- **1.41** average number of referrals per referrer.

Snoball not only boosted referral numbers but also enhanced customer engagement and satisfaction. The 4.7-star average review rating demonstrates how the platform positively influenced Sunrun's reputation, while the identification of over 8,400 advocates showcases its ability to turn satisfied customers into passionate brand ambassadors



Jonathan Wong

Sr. Manager, Field Sales
@ Sunrun

*"Snoball has been a game-changer for me and my team. Now, I have **an assistant** that follows up with my customers, nurtures conversations, and brings in referrals that actually close. Plus, Snoball provides a **digital business card** where reviews show up automatically, making it easy for me to build trust. It saves me a ton of time because the assistant does all the work for me. **Every rep I talk to at Sunrun loves it!**"*

Key Metrics

2,000+

Referrals Generated

Number of total referrals generated in less than a year with Snoball.

3,000+

Reviews Generated

Number of total customer reviews generated in less than a year with Snoball.

8,421

Brand Advocates Identified

Number of total brand advocates Snoball was able to identify among Sunrun's customer base.

ReNu SOLAR

Solar company leveraging customer satisfaction to achieve business growth

Key Metrics

\$225k+

Revenue from
Sales

80

New Referrals
Generated

9

Sales from
Referrals



AMERICAN HOME DESIGN

Home renovators increasing revenue and customer loyalty through referrals

Key Metrics

\$48K+

Revenue from
Sales

28

New Referrals
Generated

98

Days Since Start of
Campaign



ZINTEX

Bathroom remodelers driving impressive growth and ROI with the Snoball automated referral program

Key Metrics

\$74k+

Revenue from
Sales

38

New Referrals
Generated

250

Days Since Start of
Campaign



**Book a
Demo Now!**

