


CASE STUDY: Current Home

# Current Home Cuts Acquisition Costs and Gains 130+ Referrals with the Snoball Platform

## COMPANY SUMMARY

 **Number of employees:**  
201-500

 **Industry focus:**  
Solar

 **Founded:**  
2018

## RESULTS

**130+**

New Referrals

**19**

Sales Generated

**9%**

Lower Cancellation Rate



## THE CHALLENGE

*Lack of a streamlined system for managing referrals and reviews*

Current Home's mission is to make solar adoption easier for homeowners, offering high-quality service with a family-like approach. While the company grew quickly and had many happy customers, they struggled to manage customer referrals.

Before Snoball, referrals were handled in an informal way, with **sales reps manually asking customers for referrals during or after sales**. This made it difficult to predict how many referrals would come in, or when.

Joe Woods, Marketing Director at Current Home, explained:



**Joe Woods**

Director of Marketing  
And Public Relations  
@ Current Home

*"Previously, we probably had two, three, maybe five referrals over the course of six months. And those were sales rep referrals, not generated by the company."*

Relying so much on sales reps meant there was no clear way to track or manage the referrals. Referrals were unpredictable, opportunities were missed, and Current Home couldn't fully take advantage of the positive experiences of its customers.

## THE SOLUTION

*A referral and review management platform that increases engagement and boosts sales*

Current Home turned to Snoball for a streamlined and automated solution. Snoball offers a comprehensive platform designed to manage referrals, gather customer reviews, and collect video testimonials from satisfied homeowners—all while taking the burden off of sales reps.

The Snoball platform automated the process of reaching out to customers for referrals, ensuring that no opportunity was missed. Snoball also followed up with customers, requesting reviews and testimonials, allowing Current Home to build a stronger online reputation while growing their referral base.

Joe describes the impact of Snoball's easy-to-use tools:

*"Snoball really does most of the legwork, especially for the price point. You guys make it really easy for us to get this thing up and running."*

*- Joe, Director of Marketing And Public Relations @ Current Home*



With Snoball handling the referral outreach and review requests, sales reps no longer had to manually follow up with customers. The platform's automation not only saved time but also ensured that referrals and reviews were gathered consistently, helping to create a reliable and scalable pipeline of new business opportunities.

# THE RESULTS

## *Dramatic increase in referrals, reviews, and revenue*

Since partnering with Snoball, Current Home has experienced remarkable growth in their referral program. The automated system has helped the company generate over **130 new referrals**, resulting in **19 sales**—a major improvement from their previous manual process. This increase in referrals has had a direct impact on revenue, with the platform driving more business and contributing to the company's overall growth.

Joe Woods highlights the dramatic change:

*"We've been able to accomplish **19 sales** since we started, which is **leaps and bounds above what we've done before**. With Snoball, we've gone from relying on sales reps for referrals to seeing significant increases in company-generated referrals."*

*- Joe, Director of Marketing And Public Relations @ Current Home*

Snoball has also improved efficiency by reducing Current Home's cancellation rate by 9%, and offering the lowest cost of acquisition compared to other lead sources.

## Key Metrics

# 130+

**New Referrals**

Total number of referrals that have been sent by customers.

# 19

**Sales from Referrals**

Total number of sales that have come from referrals.

# 9%

**Lower Cancellation Rate**

Reduction in the % of customers canceling during the sales process

## KEY OUTCOMES FOR CURRENT HOME



**More Referrals,  
Better Leads**



**Reduced Acquisition  
Costs**



**Higher Conversion  
Rates**

## More Referrals, Better Leads

Snoball helped Current Home significantly increase the number of referrals while also improving the quality of leads. With automated outreach and personalized follow-ups, they now receive a steady flow of high-quality referrals that are easier to convert into sales.

## Reduced Acquisition Costs

Snoball's referral-driven leads have the lowest cost of acquisition compared to all other lead sources in the company. This cost efficiency allowed Current Home to grow more sustainably, spending less to gain more valuable customers.

## Higher Conversion Rates

The quality of referrals improved significantly, resulting in higher conversion rates. Snoball-generated leads were more likely to convert into sales, increasing overall efficiency and success. Snoball referrals consistently outperformed other lead types, delivering better results with less effort from the sales team.



# THE CURRENT HOME X SNOBALL PARTNERSHIP

## *A promising future for continued growth*

Current Home's partnership with Snoball has proven to be a key driver of their success. Joe Woods praised the seamless integration of the Snoball platform and the exceptional customer support:

*"The best part of working with the Snoball team is the communication. I can send an email off, and I get a reply back within 30 minutes. That's been the best part—super easy and efficient."*

*- Joe, Director of Marketing And Public Relations @ Current Home*

The partnership has not only streamlined Current Home's referral process but also provided the tools to actively manage customer feedback and reviews, helping the company build a strong, positive online presence.

With Snoball, Current Home is now able to engage customers more effectively, leading to increased trust, loyalty, and long-term success.





## Who Is Current Home?

*A solar company dedicated to making solar energy simple and accessible for homeowners*

Current Home was built on the belief that solar energy should not just be better—it should be done better. Their mission is to provide solar solutions that are affordable, easy to understand, and backed by a commitment to exceptional customer service.

With a focus on educating homeowners and treating every customer like family, Current Home prides itself on its "white glove" service for every client. From the entry-level marketers to the leadership team, the entire company is driven by the goal of delivering a seamless, positive experience for each homeowner, ensuring that they feel informed, respected, and well-cared for at every step of the solar adoption process.

### Get started with Snoball

Snoball is a word of mouth marketing platform that leverages the power of your happy customers to get referrals, reviews, video testimonials and more.



**Book a  
Demo Now!**

