

## Case Study

# Sunrun

### CUSTOMER PROFILE

Residential solar

### WEBSITE

[www.sunrun.com](http://www.sunrun.com)

### NICE CXONE SOLUTIONS

- CXone Omnichannel Routing
- CXone Performance Management
- CXone Personal Connection
- Proactive XS
- CXone Agent for Salesforce®
- CXone Feedback Management
- CXone Workforce Management
- CXone APIs
- CXone Open Cloud Foundation

### RESULTS ACHIEVED

- 5% reduction in average handle time
- Savings of two full time employees
- 20% reduction in misrouted service calls to Sales
- 11% reduction in misrouted service calls

### ON THE NICE SOLUTION

“The business impact of the IVR redesign was felt in all departments and, most importantly, it had a positive effect on the customer experience.”

David Ernest  
Manager, Contact Center Operations  
Sunrun



## Sunrun Transforms Customer Service with NICE CXone

### ABOUT SUNRUN

Sunrun (Nasdaq: RUN) is the nation’s largest residential solar, storage and energy services company. With a mission to create a planet run by the sun, Sunrun has led the industry since 2007 with their solar-as-a-service model, which provides clean energy to homeowners with little to no upfront cost and at a substantial savings when compared to traditional electricity. The company designs, installs, finances, insures, monitors and maintains the systems, while families receive predictable pricing for 20 years or more and a production guarantee. The company also offers a home solar battery service, Sunrun Brightbox, that manages household solar energy, storage and utility power with smart inverter technology.

### THE CHALLENGE

Sunrun is a fast growing company in a hot market. To further fuel their growth, they have a strong focus on delivering outstanding customer service. However, the call center solution they were using wasn’t facilitating that goal.

David Ernest, Manager Contact Center Operations, explains, “Outbound calling can be difficult. We wanted to determine our contact rate, how successful we were calling potential customers, and appropriate staffing levels—that was difficult to do in the past. We also had a lot of trouble integrating with Salesforce. We want Salesforce to be our record of truth, and, we were having a hard time getting data to accurately sync and update.”

## Case Study

**“The CXone and Salesforce integration has had a significant impact on our outbound conversion rates, and it has also reduced our acquisition marketing spend.”**

David Ernest, Manager Contact Center Operations, Sunrun

### THE SOLUTION

“One of the biggest reasons we selected NICE CXone,” continues David, “was the data integration and out-of-the-box mapping with Salesforce. CXone’s reporting is also better than the previous solution, especially with CXone Performance Management. Improved reporting and integration with Salesforce were the two main reasons we made the switch to NICE CXone.”

### OPPORTUNITIES IDENTIFIED

#### Salesforce integration enhances productivity

A flagship project that resulted from integrating CXone and Salesforce was routing inbound calls more efficiently between five different departments. “Our sales team used to get a significant amount of misdirected calls each month,” explains David. “It was a huge productivity drain for them to transfer callers to the right team. Each misdirect added about five minutes of hold time.”

“We developed an integration using CXone APIs to automatically verify if the caller has a contract with us and then intelligently route them to the correct department. That change lowered our average handle time by 5%, which is the equivalent of two full time sales employees, and reduced the number of misrouted calls by 11%. Our CXone Feedback Management survey results confirmed that this had an immediate positive impact on the customer experience, too.”

The CXone and Salesforce integration also boosted productivity and efficiency for David’s IT team. “Now that our contact center data is integrated with Salesforce, our business users can run their own reports using Salesforce, an interface they

are familiar with. If we didn’t have the Salesforce integration, I’d have to hire additional analysts for my team to support all the reporting requests,” says David.

#### Gaining visibility into real-time KPIs

Sunrun uses CXone Performance Management to give agents important feedback on their performance. “With dashboards, agents can see their important KPIs in real-time,” explains David. “We’ve also built dashboards for directors and managers—they get a higher level view of arrival patterns, performance and a real-time view of how their agents are doing.”

“My Operations team has TVs in their area so they can monitor service levels (SLAs) using CXone Performance Management dashboards. If we’re not meeting our KPIs, we can pivot our strategy and communicate to the floor that, until further notice, no more offline coaching, team meetings, etc. until we recover.”

“We also use it for gamification to motivate agents,” continues David. “We give everybody access to the metrics and use it in a fun way so employees aren’t concerned if peers see their data. Every week, we reward the top person for sales conversions, and it’s driving a more competitive spirit.”

#### Workforce management assists scheduling

Before CXone, Sunrun used spreadsheets to manually determine staffing requirements which was cumbersome and time-consuming. “Before CXone, we had a lot of unoccupied time in our call center,” says David. “We also were putting our employees through a lot of pain, because we were moving their schedules, sending them home early, etc. With CXone Workforce Management, we now have an integrated solution for forecasting schedules based on historical call volumes, so we are much less reactive.”

“Before, we had a 60% occupancy rate. Now with CXone Workforce Management, we’re close to 90%, and we’re still hitting our service level,

abandon rates and speed-to-dial KPIs. And our employees are happier, because we’re not changing their schedules so frequently or moving their shifts around.”

#### “NICE CXone has a vested interest in our success”

Given the positive impact CXone has had on Sunrun’s business, it’s easy to see why David is enthusiastic about NICE CXone. His kudos also extend beyond technical product functionality to NICE CXone’s outstanding service and support. “We test a vendor’s support package to the limit, because we’re always pushing the envelope. The NICE CXone support team has been great in being understanding and reacting quickly. That’s even more important to us than technical functionality or cost savings. I know NICE CXone has a deeply vested interest in our success and that’s very important to us at Sunrun.”

## About NICE

With NICE (Nasdaq: NICE), it’s never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world’s #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

[www.nice.com](http://www.nice.com)

For the list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>

