

SolarBeans

Automating Customer Acquisition

- Overall residential solar costs have decreased while customer acquisition costs remain high at over 20% of the overall solar cost.
- A large part of this cost is installer labor costs to educate homeowners, qualify properties, and iterate on system design.
- The Residential Solar Chatbot is a custom application that uses the installers proprietary data and proposals to answer homeowner questions and help them evaluate different options.
- This reduces labor costs significantly allowing installer salespeople to only have to engage in the final stages of design and the signing of the contract.
- The Residential Solar Chatbot is currently being demonstrated and is available for installer evaluation and customization.