Solar X | Case Study

Location: Toronto, Canada

Industry: Solar panel installation contractor

Solar X prepares projects and installs solar panels across Canada, from Halifax to Vancouver and everywhere in between. They became #1 in the industry back in 2020 and have been holding the spot since by delivering a great service. The Solar X team is on a mission to provide green sustainable energy to Canadian households getting them off the regular electrical grid.

SOLAR X
MODERN SOLAR SOLUTIONS

MightyCall

SOLAR X
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Before using MightyCall, the Solar X team couldn't:

- ✕ integrate the call log with their CRM system
- ✕ see team performance analytics
- ✕ transfer calls between departments and staff

What changed after Solar X implemented MightyCall?

Advanced call log

Before MightyCall, keeping track of an extensive call log was challenging and took up too much time. Implementing the HubSpot MightyCall integration helped streamline their call log organization, a major factor in their customer communications improving.

> *It's great just having a concise log on the actual file, so no need to go through a third party and export data and then sift through all of that. And sometimes people could forget to update the call log manually. So, having it automated, it's just a manager's dream.*

Anthony Thorburn,
Sales Manager at Solar X

Access to data analytics

Getting access to call analytics from the system helped Anthony gain new levels of insight. Knowing ratios of answered and missed calls, seeing how his staff were doing with their calls, and being able to quantify performance with statistics to back it up proved a fantastic tool for making their remote team even more efficient.

Well, with me in the management position, keeping track of when clients were called, appointments were being adhered to, and the amount of time that was spent on the phone, [I've seen] it's really improved our customer-facing experience.
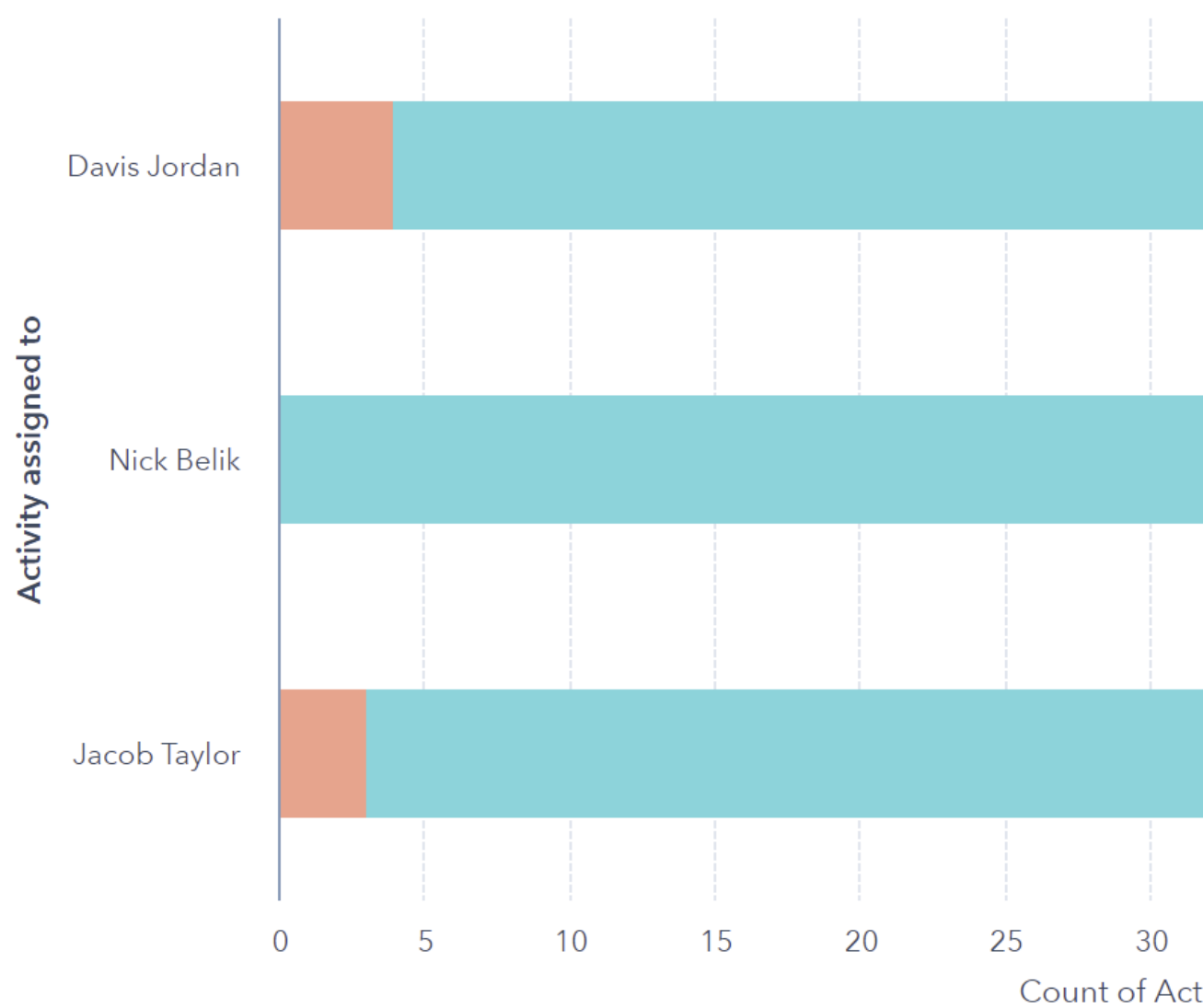
*Anthony Thorburn,
Sales Manager at Solar X*

About this report

This is a custom Activities report.

● Busy   ● Connected   ● Left voicemail   ● No answer

Davis Jordan

Nick Belik

Jacob Taylor

Activity assigned to

0   5   10   15   20   25   30

Count of Act

Call transfer

The team previously lacked call transfer capabilities. By introducing the feature to their team, now they can act on the spot without making their customers wait for another call, which ensures the best service possible. The Solar X staff took to the call transfer feature quick and easy thanks to MightyCall's intuitive interface.

> *The transferring feature, how seamless that is, it's very intuitive: just a couple of clicks and we can transfer between departments.*

Anthony Thorburn,
Sales Manager at Solar X

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