



DEMAND IQ

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NATIVE
SOLAR

CASE STUDY 001_23

Digitizing Native Solar's lead gen process to cut headcount from 30 to 2

92%

reduction in staff without sacrificing any revenue

65%

of qualified leads set into appointments

50+%

of pre-booked appointments come with utility bills

PROBLEM

The COVID-19 pandemic forced Native Solar to rethink its sales process by moving its outside door-to-door team inside. To do this, it needed to completely digitize and streamline its lead generation & appointment setting process.



Outside sales was limited due to COVID-19



Headcount was too high

APPROACH

Demand IQ worked closely with Native Solar's agency partner to quickly test and optimize digital ads & the Demand IQ funnel with a tailored approach specific to its business needs.



Automated lead gen & setting process with Stella conversational AI



Developed & tested landing page concepts



Worked with agency and partners to develop tailored approach

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Demand IQ enabled Native Solar to digitize & automate lead gen and appointment setting, which replaced canvassing and cut human resource needs.

RESULT

By creating an efficient and automated lead capture & self-service online appointment setting process, **Native Solar reduced its sales team headcount from 30 to 2 while maintaining steady revenues** during the COVID-19 pandemic.



PAUL WATSON
Chief Strategy Officer
NATIVE Solar

"We've got a tremendous amount of conversions. And the really important part is that they made this process seamless and easy to stand up."

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YOUR DIGITAL MARKETING?**

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