



CASE STUDY

SOLAR APPOINTMENT SETTING - CONTACT CENTRE SERVICES



KG Information Systems Private Limited

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Client Profile

The client is a provider of high quality real-time customer leads, appointments, performance marketing and software solutions to solar, energy, and home improvement companies. They enable solar installers' access to pre-qualified solar leads in the US. The company is headquartered in California and has 100 employees.

The Challenge

Our client wanted to contact with residential consumers. They have designed solar packages for consumers. The company was looking for a partner that could effectively manage appointment setting for them so that the end customer spends time speaking to the right party to explain the proposal designed for them.

How KGiSL helped?

They have hired us for mainly appointment setting service. We set up a dedicated team of 10 telemarketing agents that focused on calling residential consumers.

- We generated qualified leads as per their requirement by adding some basic specific questions to our daily campaign through our surveys
- Our solar telemarketing agents convince people to harness the power of the sun
- Educate potential customers on the benefits of solar and proactively respond to questions regarding solar, proposals, financing
- As the first point of contact, our solar agents provides information about your products, cost savings and incentives

The Result:

Our appointment setting service helped their efforts by enabling them to meet their prospective business.

- Delivered high quality of leads (95%-100%)
- Our client closes 80% of the appointments
- Saved time for our client qualifying and prospecting leads



High Quality Leads



Close 80% of the appointments



Saves Time

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