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Products:



Invite



Engage

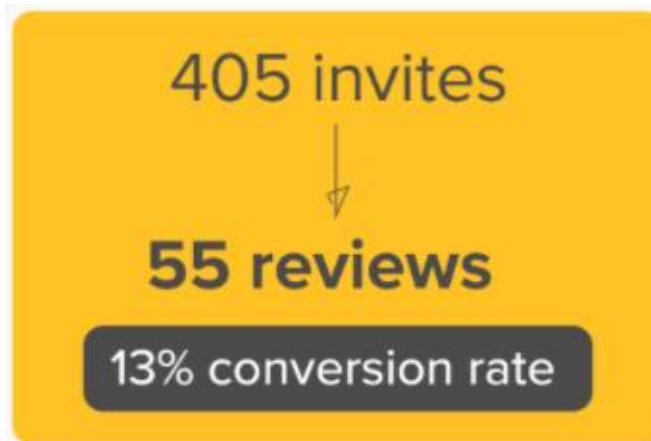
SunCommon Increases Google Review Volume by 1000% in First 105 Days with Invite

Wanting to increase review volume while standardizing feedback management for their NY and VT locations, SunCommon partnered with Widewail in late 2020. After 3.5 months, both locations saw remarkable improvements to multiple metrics, including monthly review volume and average star ratings.

Using Invite:

1000%

105-Day Review Increase



Review Volume	
3 months Before	3 months After
2 Google	37
2 Solar Reviews	7
3 Facebook	11

"People are busy, so we wanted to make it as easy as possible for our customers to provide feedback. Widewail allowed us to do this in a way that was an extension of our brand."

- Tom Berry, VP Marketing & Sales

The Challenge: Increasing Review Volume in a Low-Volume Industry

Solar installations are built to last for 25 years, so it is only natural that homeowners are doing their homework. As many as ten solar providers may end up bidding on the same residential install. To stand out among the competition, SunCommon focused on optimizing and personalizing their customer experience.

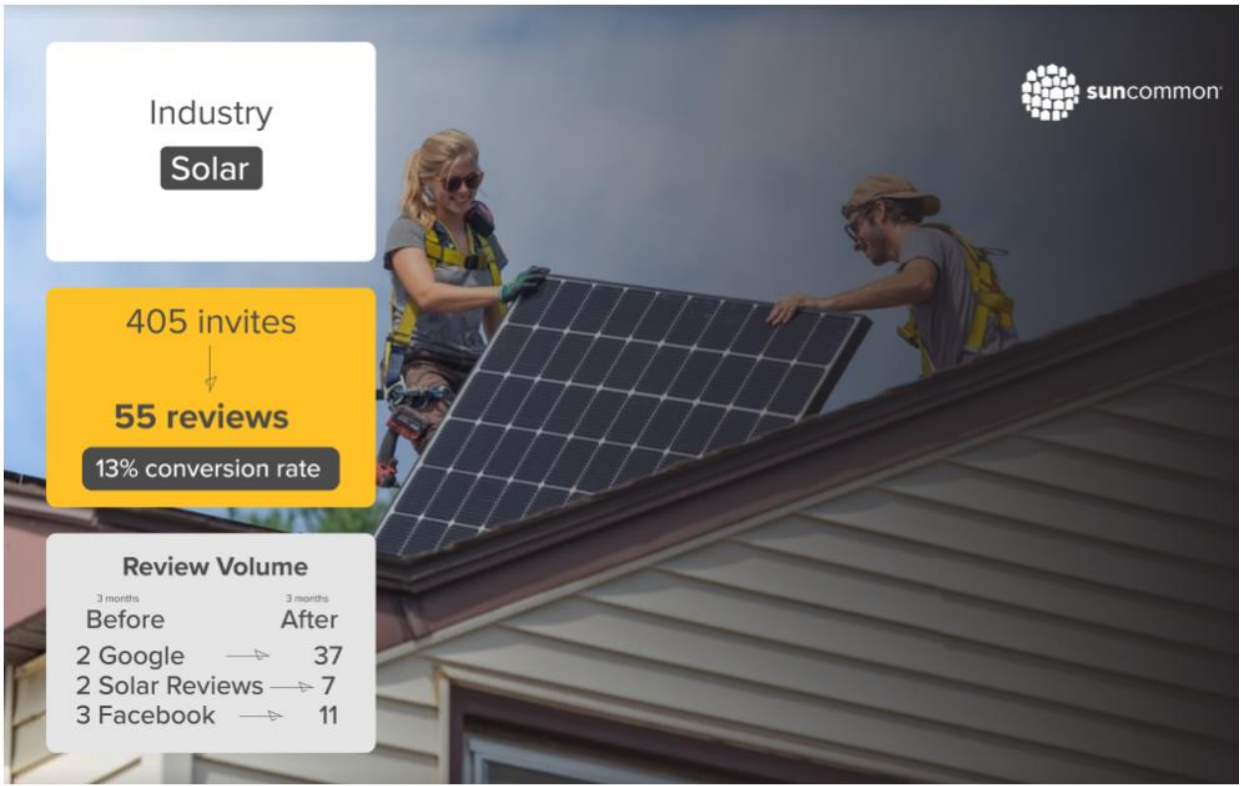
This strategy built the foundation for a sizable boost in positive reviews. SunCommon set out with a goal of five new customer reviews a month and quickly met and surpassed that goal. By encouraging customers to leave a review, Widewail helped give them a voice to share their 5-Star experiences.

The Solution: Invite and Engage

SunCommon implemented both Invite and Engage. Invite to generate reviews via SMS and Engage to ensure customers were always responded to within 24 hours and with customized, people-powered review responses (and powerful local SEO ranking factors) in mind.

Post-launch review volume increased right out of the gate, and within the first month SunCommon's Google My Business activity had increased significantly for both locations.

Results: Where Do We Start?



Over their 10-year history, SunCommon amassed only 227 reviews across all popular platforms without a defined strategy.

- In the first 3.5 months, Invite generated 55 reviews across 3 platforms - a 24% increase.
- The Vermont location saw a 78% increase in lifetime Google review volume.
- Vermont also achieved a monthly average volume increase of 2500%.
- Monthly volume increases, for both locations combined, came to 1000%.