

# How Solar Power Pros Reduced Their 'No Show' Ratio by 50% With Kixie

Industry: Renewable Energy

Location: Colorado

No. of Employees: 40

CRM: Pipedrive



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## Challenge

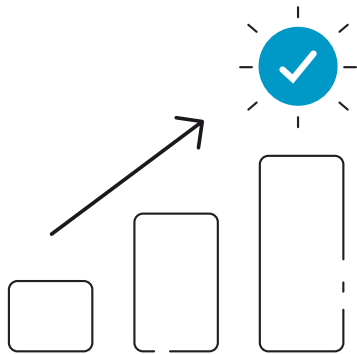
Solar Power Pros' Sales Support Specialist, Brad Samuels, tried 4 different phone systems before finding Kixie. Their previous software had basic texting and calling, but for a scaling team with changing needs, it wasn't enough.

Brad and his team field inbound sales calls everyday, but also needed a system that would streamline outbound lead follow-up and nurturing. The Solar Power Pros operations team also needed a way to help automate follow-up emails and texts for onboarding customers.

“My 'do not sit' ratio went from 10% (which was better than average) to 5% (which is *much* better than average). We close about 20% of our appointments, so that means we just got to close one more appointment, which is an average of \$30,000 per deal for us, so it's a big deal. 5% is a lot.”

**- Brad Samuels, Sales Support Specialist, Solar Power Pros**

After just 1 month using Kixie, Solar Power Pros saw significant improvements in overall efficiency and number of demos attended.



**50% lower**  
no show rate

**1 hour**  
saved per agent per day

**200 more**  
leads contacted



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## Solution

Brad and his team found that Kixie's features allowed them to make more calls, thanks to features like click-to-call, easy integration with Pipedrive, and the ability to pull up a prospect's contact or deal record in Pipedrive CRM with one click.

By leveraging follow-up cadences, SMS templates, and call recordings, the sales team were able to schedule more prospects that followed through on their appointments, ultimately landing more closed deals.



It's more than just a virtual phone on my computer; it has more capabilities. The integration with Pipedrive has been really nice. Our old phone system had zero integrations. I already went through 4 phone systems [...] I put so much time into finding a phone product that I feel strongly about Kixie."

**- Brad Samuels, Solar Power Pros**