

The “Hornet’s Nest” Fear Is Costing Solar Installers Millions

Most solar companies are sitting on a high-trust customer base... but they’re afraid to wake it up.

What happens when installers finally
re-engage their installed base?

SUPPORT IMPACT**+7-13%**

Observed lift after legacy onboarding

REVENUE POTENTIAL**\$3M+**

Potential referral revenue in top rollouts

REFERRAL BENCHMARK**~40%**

Referral rate in one high-engagement rollout

THE COMMON OBJECTION

“If we invite old customers, support will explode.”

That’s the fear. And that makes sense.

Most installers don’t want to suddenly wake up hundreds (or thousands) of past customers and get flooded with tickets, questions, and operational noise.



WiFi issues



Monitoring questions



Service tickets



Invoice requests



“Why is my system showing 0 kWh?”

**So the list stays untouched.
But the data tells a different story.**

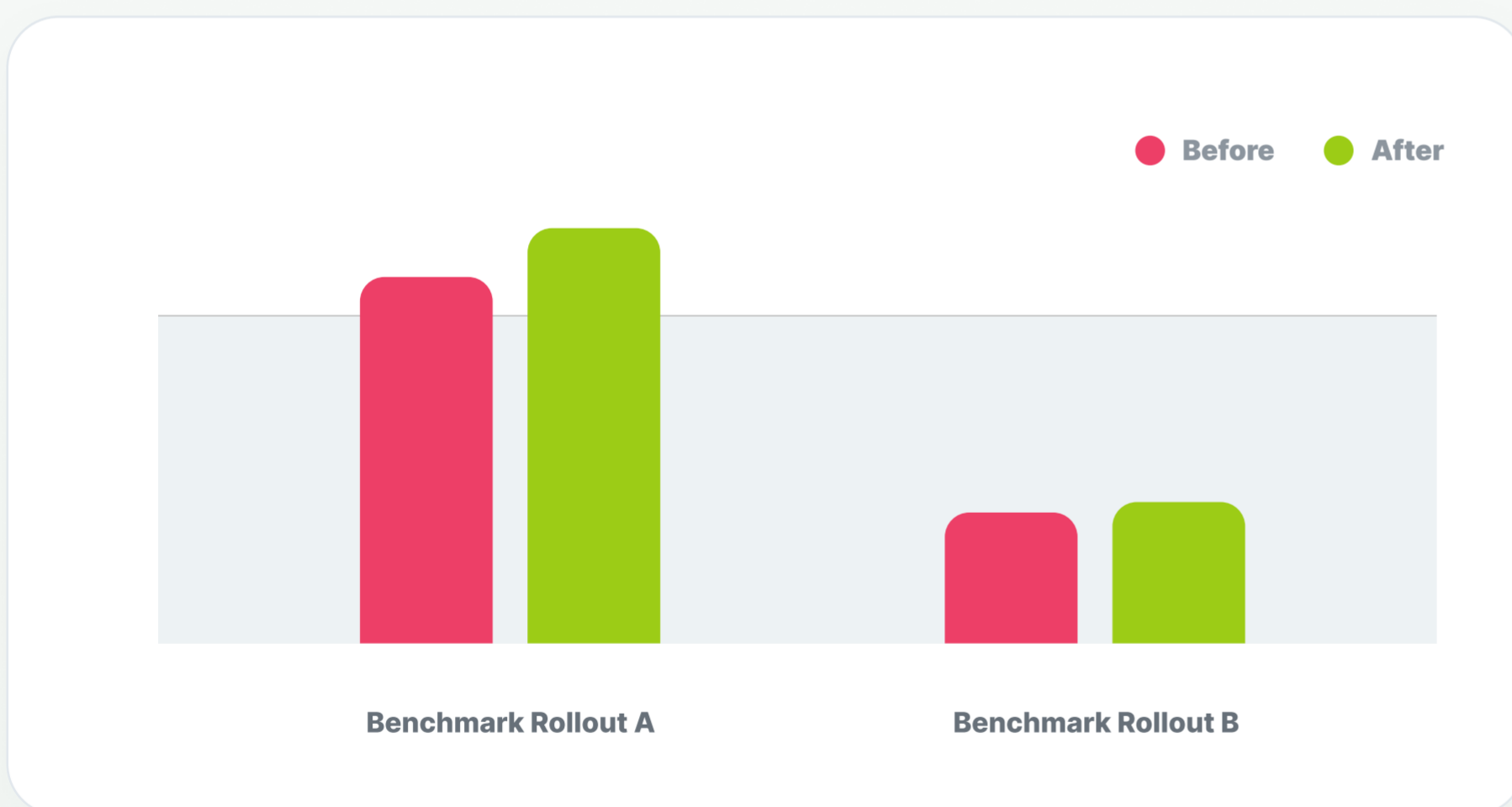
THE FEAR SOUNDS BIGGER THAN THE OPERATIONAL REALITY

REAL ROLLOUT PATTERN

Legacy onboarding did not blow up support.

+7% to +13%

Support increase after legacy onboarding



Across real Sunvoy customer rollouts, installers saw only a modest support lift after inviting hundreds to thousands of past customers back into a branded customer experience.

ROLLOUT	BEFORE	AFTER	LIFT
Benchmark A	150/mo	170/mo	13%
Benchmark B	28/mo	30/mo	7%

WHY THE SUPPORT BURDEN STAYS MANAGEABLE

Most solar support isn't complex. It's repetitive.

Your team usually isn't solving 1,000 unique problems. **They're answering the same few questions over and over.**



WiFi disconnected?

Sunvoy sends branded reconnection steps so customers can self-serve before they call your office.



Monitoring offline?

Customers get context before they panic, reducing confusion around production visibility.



Need an invoice?

It's already in the app.
No manual back-and-forth required from your operations team.



Need service?

They can submit a ticket with photos, notes, and system context instead of sending vague emails.

**Sunvoy doesn't add to your support burden.
It absorbs it.**

The platform turns repetitive customer questions into a better, more structured post-sale experience.

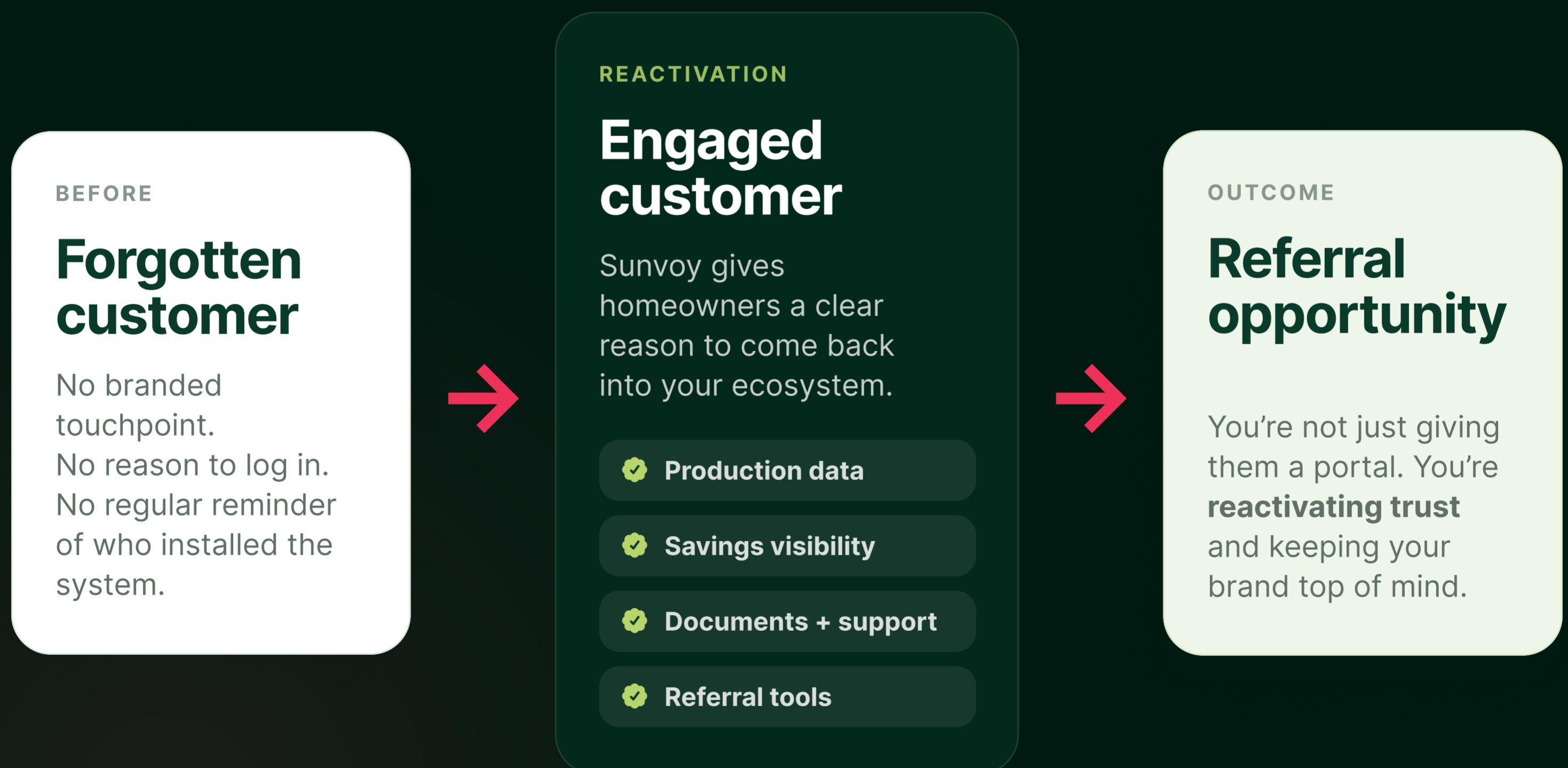
THE REAL STORY

The real story isn't support. It's referrals.

Legacy customers already know your brand.

They already trusted you with one of the biggest upgrades they'll ever make to their home.

If they haven't heard from you since PTO, they're probably not thinking about you. And they're definitely not referring you.



WHAT THE BENCHMARKS SHOW

When legacy customers engage, referrals follow.

The strongest results came from installers that didn't just "send a login." They gave customers a clear, branded reason to come back.

ROLLOUT TYPE	OBSERVED OUTCOME	WHAT IT MEANS
High-Engagement Rollout	~40% referral rate	From a few hundred legacy invites — strong onboarding and strong customer reactivation.
Large Legacy Rollout	100+ referrals > \$3M potential revenue	Scale mattered, but branded re-engagement was the bigger driver of results.
Low-Engagement Rollout	Meaningful activity at lower conversion	A big list alone isn't enough. Engagement quality changes the economics.

THE LESSON

**Volume isn't the variable.
Engagement is.**

WHICH SIMPLY MEANS:

A big list helps. But a better onboarding experience wins.

BIG PICTURE

Your legacy customers are not old accounts.

The installers that win the next phase of solar won't just chase new installs.

They'll own the post-PTO relationship.

Because the future of solar is bigger than install volume.

REVENUE LAYERS

**Batteries
EV chargers
TOU rates**

GRID PARTICIPATION

**VPPs
DER participation
Grid services**

WHAT IT TAKES

**One portal.
One experience.
One brand. Yours.**

You can't build that future on spreadsheets, inverter portals, and forgotten customer lists.

[**Find out how to onboard your legacy customers →**](#)