


Blue Raven Solar

Blue Raven Solar drives success by unifying field and sales data with Sell

Americas, Energy, Products, Sell



BLUE RAVEN
SOLAR


Founded

2014

Employees

800+

Products Used



sell

Blue Raven Solar has a mission: it specializes in providing affordable clean energy solutions to residential customers with no upfront costs and guaranteed savings on their power bills.

Since its founding in 2014, the company has gone from 3 to more than 800 employees and now operates in 11 states—growth that has made [Blue Raven Solar](#) one of the top ten solar businesses in the United States.

Expected to double in size in just a few short months with no sales platform in place, Blue Raven Solar needed a solution that would eliminate the ineffective spreadsheets and project management software it was using to manage its sales process. Blue Raven’s large field sales team required an intuitive mobile-first solution that made it easy for reps to enter and access information on the go. By consistently capturing sales data and unifying the sales process across teams and markets, Blue Raven executives hoped to gain a deeper, actionable understanding of how to improve performance.

After evaluating a handful of CRM providers including Salesforce and SugarCRM, Blue Raven made the decision to go with [Zendesk Sell](#), which provides field reps with the ability to easily and immediately log door-to-door outcomes, even without Internet access. The ability to create customized sales pipelines, lead statuses, and tasks allows Blue Raven to standardize its sales process across dispersed teams and markets for improved communication both internally and externally.

By capturing data in the field and throughout the sales process in a single platform, Sell is able to report on key performance metrics such as rep capacity and conversion rates. With Sell, Blue Raven executives can visualize how many doors their reps can knock on per day, which reps perform better in specific neighborhoods, what times of day have the greatest success rates and much more.

“Sell came in and tackled a very tough customization and implementation and the results are stunning. And, even better, our sales and operations people in the field actually like using it. Sell is our flashlight. I don’t know how we would have made it this far without the tools that Sell built for us.”

Tyson Peschke
cofounder and vice president of strategy, Blue Raven Solar