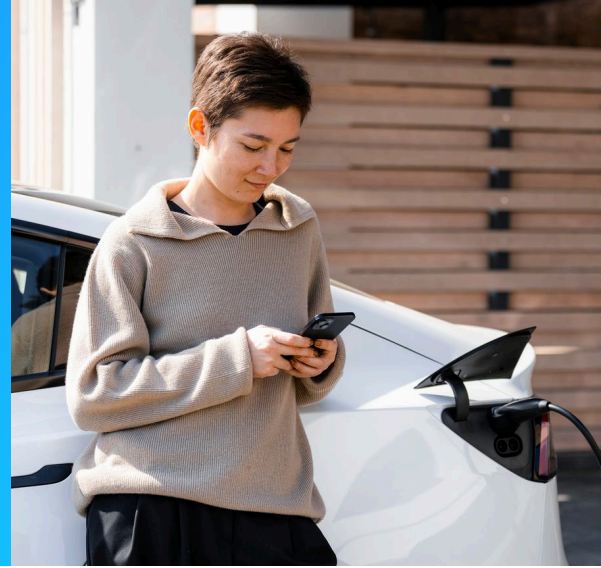**replicant** | **SUNRUN**

Case Study

How Sunrun achieved a 50% call resolution rate and 4.6/5 CSAT with AI

About Sunrun

Sunrun is the leading provider of residential solar panels and battery storage in the U.S., specializing in renewable energy solutions that empower homeowners with reliable, affordable solar power. With over one million customers nationwide, Sunrun delivers innovative energy experiences, ensuring efficiency and sustainability for the modern household.

Industry: Renewable Energy

Company size: 10,000+ Employees

Use Cases: Payments, Autopay Enrollment, After-hours Support, Contract Verification

The Challenge

Sunrun, a leader in renewable energy, was growing at a breakneck pace as demand for sustainable solutions soared. But with rapid growth came growing pains—especially in its contact center. Despite offering the convenience of online payment options, many customers still opted to pay by phone, leading to a flood of repetitive calls that bogged down operations. Simple tasks like processing payments became time-consuming bottlenecks, diverting agents from solving more complex customer issues.

Costs climbed as call volumes surged, and the customer experience began to suffer. Sunrun knew it was time to act. To sustain its momentum and maintain its reputation for stellar service, Sunrun needed a solution that could scale as quickly as their business—a solution powered by AI to reduce agent workloads, streamline operations, and ensure customers continued to receive exceptional care.

> "We wanted our phone system to offer the same quality of self-service that customers experience online, aligning all channels to provide a seamless and intuitive experience."

Stetson Wood
Director of Engineering over Communications

SUNRUN

The Partnership

To tackle its contact center challenges head-on, Sunrun turned to Replicant, forging a partnership aimed at transforming how they managed payment-related calls. From day one, the focus was clear: automate routine transactions to free up human agents for more meaningful work. Designed to sound natural and act fast, Replicant's conversational AI platform was customized to meet Sunrun's specific needs, ensuring a smooth integration into existing workflows.

Early success in handling basic payment calls empowered Sunrun to think bigger. The platform's scalability enabled Sunrun to rapidly expand use cases, adding autopay enrollment, after-hours support, and a Spanish-language option to better serve their diverse customer base. Partnering with Replicant allowed Sunrun to avoid the high costs and complexity of building an in-house AI solution. Instead, they were able to unlock immediate operational benefits.

The Outcome

The partnership between Sunrun and Replicant delivered measurable improvements across operations, customer experience, and cost efficiency. Today, nearly 50% of payment calls are resolved without a single agent's involvement, alleviating the pressure on contact center staff and allowing them to focus on more complex, value-driven customer needs.

This automation improved Sunrun's ability to serve customers quickly and effectively, driving a 4.6/5 customer satisfaction score. Autopay enrollment streamlined payment processes, reducing defaults and increasing customer convenience. These enhancements allowed Sunrun to redirect resources toward complex customer needs and strategic initiatives.

The future looks even brighter as Sunrun plans to expand AI capabilities to include SMS and web chat, further improving accessibility and operational efficiency. These initiatives position Sunrun to scale its support operations sustainably, ensuring it can meet the growing demands of a renewable energy future while maintaining exceptional customer service at every step along the way.

"Implementing Replicant at Sunrun has pretty much paid for itself. Not only have we been able to save money with the number of agents that we have on the phone, but the service is collecting money and... we're also able to enroll customers in autopay so that there's less chance of payments not going through every month."

Stetson Wood
Director of Engineering over Communications

"With Replicant, we feel like we found a partner in the AI space. We don't have to keep trying to find somebody for every problem or every opportunity that comes up. We're confident in Replicant's ability to deliver on the things that we need as a company."

Stetson Wood
Director of Engineering over Communications

50%
of payment-related calls resolved without agent involvement

4.6/5
CSAT score, reflecting consistently high customer satisfaction

Learn how Replicant can transform your contact center