



# A.M. SUN SOLAR

## ENSURES GREATER CUSTOMER SATISFACTION WITH LIVEADMINS LIVE CHAT

A.M. Sun Solar, first established in 2012, provides custom solar solutions along California's Central Coast. For A.M. Sun Solar, personalization plays a key role in establishing relationships with customers. That is why acquiring a completely personalized customer support solution was a top-priority for the A.M. Sun Solar management team.

A.M. Sun Solar's customer following consists of a large demographic base, and they wanted to brush up the customer journey because it comes from different resources. For improved conversion rates, they wanted to add the human element to their website. Proactive outreach was essential for customer convenience, and having transcribed records of chats was also important to further enhance their strategy.

LiveAdmins live chat enabled A.M. Sun Solar to take its customer experience to a whole new level. Customers were handled efficiently and in a timely manner. Chat agents answered all the basic questions and redirected leads to A.M. Sun Solar's customer service team. With LiveAdmins 24/7 customer support solution, it was possible for A.M. Sun Solar to provide round-the-clock customer service to online visitors by deploying agents who handled previously unattended online visitors. LiveAdmins facilitated all visitors on the website, offering customer support in real-time, even during after office hours. Capturing leads and closing deals was also made possible because of LiveAdmins.

LiveAdmins, which first started operations in Chicago in 2002, has played a significant role in improving customer service as well as strengthening A.M. Sun Solar's online presence. LiveAdmins' lead alerts feature was also highly relevant in redirecting leads to the A.M. Sun Solar office so that immediate assistance could be offered to website visitors.

## AT A GLANCE

- Solar power company working in California's central region
- Provide custom-tailored residential and commercial solar solutions
- Captured more customers through online customer support channels
- No 24/7 customer service offered

## ISSUES

- The absence of real-time communication with customers after office hours
- Unable to engage with online visitors on the website
- Lack of immediacy in customer service methods  
Inadequate personalization offered on online support

## SOLUTIONS

- Proactive and fruitful visitor engagement
- Lead alerts redirected to dedicated customer service team
- Availability of chat transcripts for record-keeping
- 24/7 availability
- Increased leads and more deals closed

*"One word or phrase that best describes our relationship with LiveAdmins would be value. We've already paid for the service multiple times over with the sales that we've made through our website chat, and through the customers that we've helped. It's a very valuable service and we're going to continue to use them. I'm very glad that we made the decision to go with them."*

**Brian Potter**  
Director of Marketing

**Find out more**

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