



SOLARCITY

SOLARCITY POWERS UP ITS LEAD GENERATION 230% IN ONE WEEK

FIRST'S UNIQUE CUSTOMER INSIGHTS AND OPTIMISATION STRATEGY GENERATES MORE LEADS

PRIMARY OBJECTIVES

1. Increase number of leads from website
2. Improve user experience

CAMPAIGN

CRO campaign for solarcity

solarcity is New Zealand's leading solar power company, providing a range of solar solutions to help fight the rising cost of power and stop climate change. Operating for over 35 years, they have completed over 6,000 solar installations on Kiwi homes and businesses and won numerous awards for innovation and excellence.

OVERVIEW

Because solar is a more involved purchase, solarcity's website is geared towards generating new leads which are then followed up by a customer experience specialist. Website visitors are asked to complete an enquiry form and then schedule a time for a phone call to talk through the options.

With aggressive sales targets to meet, solarcity partnered with FIRST for help to drive more leads through the site and close more sales.

APPROACH

SETTING THE SCENE FOR SUCCESS

One of the first actions FIRST took was to analyse the performance of the existing enquiry page. Using a combination of heatmaps, visitor recordings and form analytics, FIRST identified several opportunities to improve the sales ability of the page.

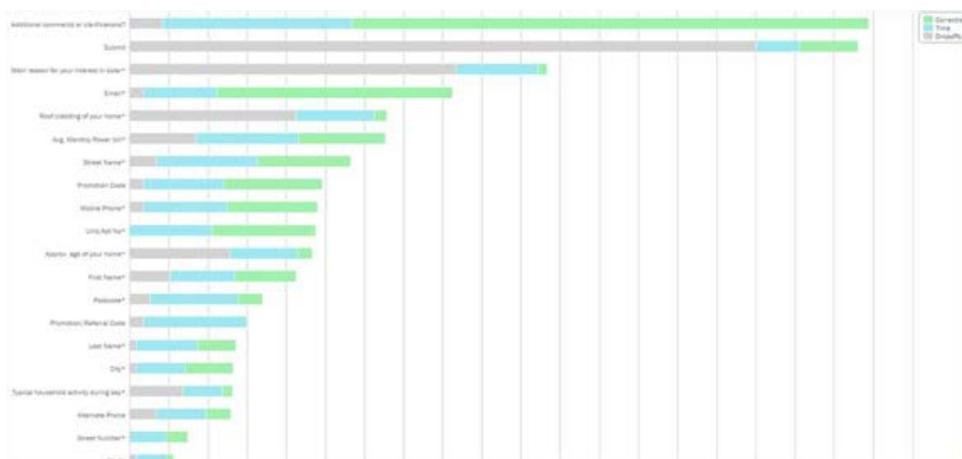


Chart showing customer 'drop-off' on previous enquiry form.

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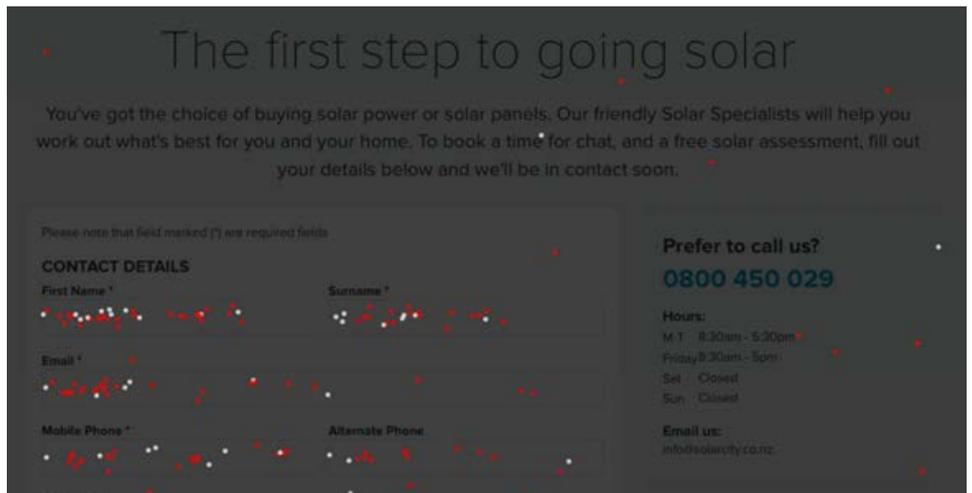
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“ Working with FIRST has helped us to better understand how our customers behave on our website. FIRST have been able to turn these customer insights into successful A/B tests to improve our online lead generation, as we work to constantly improve our conversion and customer journey. ”

LIESEL ROWE
 Campaign Manager,
 solarcity



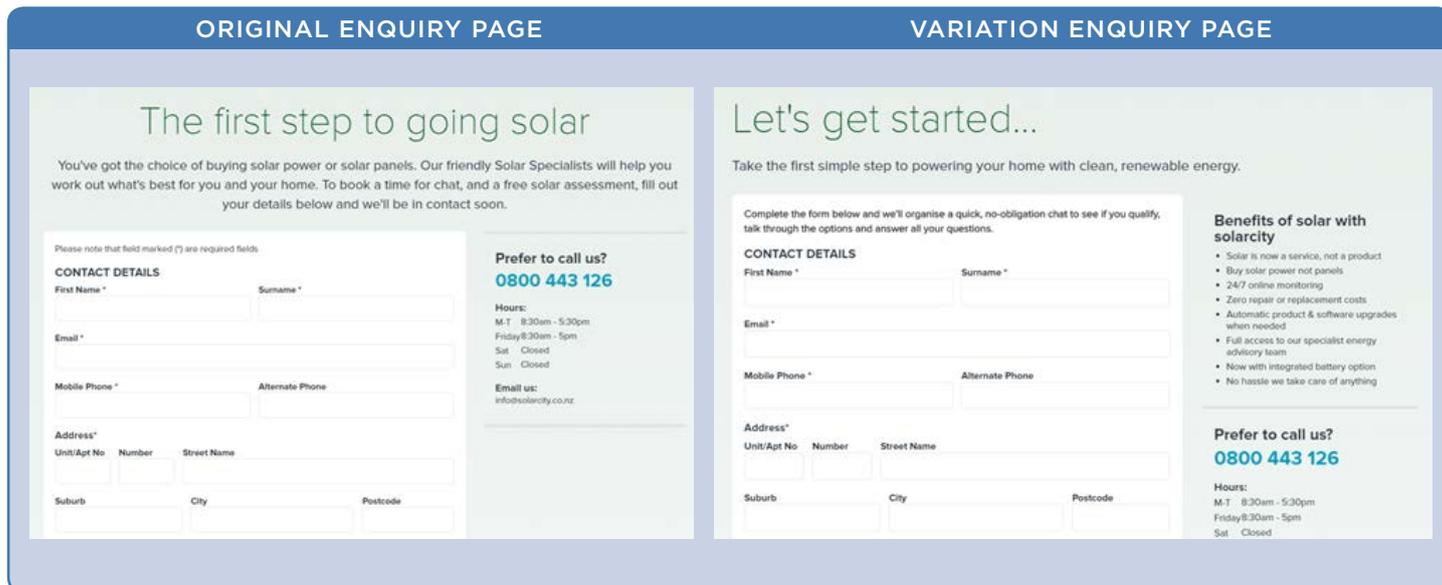
Confetti map showing user interactions on previous enquiry form.

Based on this user research, FIRST then developed a new variation which incorporated a number of key changes:

- **Improved Headline:** Aimed at minimising friction and stimulating action.
- **Simplified Subheadline:** The old headline was too long and being ignored, so we made it shorter and also reminded visitors of the benefits of completing the enquiry form.
- **Clarified Expectations:** We included some new copy to let people know it was OK if they weren't ready to buy and just wanted to ask questions and talk through the options. We also let them know what to expect after they submit the form.
- **Listed Benefits:** We added a new sidebar that reinforced all the benefits of choosing solar with solarcity.
- **Optimised Form Fields:** We optimised some of the form itself, such as making field names clearer, adding explanatory tooltips and including a postcode finder (the actual form fields themselves were not changed at all and continued to function as normal).
- **Updated Submit Button:** We moved the location of the submit button to a more user friendly location and updated the button text.

THE BEST WAY TO OPTIMISE SITE PERFORMANCE

The best way to scientifically validate the impact of changes to any site is with an A/B test. We implemented all the above changes on a free starter plan in Optimizely - the world's leading A/B testing platform. Using Optimizely, no code changes are actually required on the site. In fact, neither our client nor her developers needed to lift a finger until we presented them with a link to view the completed variation.



INCREDIBLE GAINS WITHIN A WEEK

Within only four days we had enough data to confirm the result with 95% confidence.

The new enquiry page created by FIRST was incredibly successful and generated **over 3.3 times the number of leads**. Not only that, but the rate at which visitors proceeded through the various steps and scheduled a time slot actually **increased by approximately 90%**.

This result has significantly improved the website as a sales tool and will help solarcity achieve its overall sales targets for the year. It also shows the power of how letting user insights shape how you communicate on your website can deliver transformative results, even without changing your existing forms or checkout process.

