

Optimizing Sungrow's Customer Support: Streamlining Operations for Sustainable Growth

SUNGROW





Our Partnership

SUNGROW



Sungrow is the **world's leading provider** of intelligent energy solutions, specializing in photovoltaic inverter technology and innovative solar power systems.

Our collaboration aimed to **transform their customer support operations** to support rapid growth, improve customer satisfaction, and reduce costs.

Main Challenges



- **Fragmented support** across multiple providers caused inefficiencies and inconsistent experiences. The goal was to optimize, structure, and scale support, reduce costs, centralize talent while maintaining high service standards.
- **A need for expansion** of the support channels through sophisticated technology to deliver real-time customer engagement and provide faster, more accessible assistance.

Pontica's Solution



Restructure



- **Consolidated support activities into two main pillars:** Customer Experience Support and Technical Support. This eliminated redundancies, created clear workflows, and improved overall operational efficiency.

Development



- **Scaled the structure of the support teams** within different language groups including Nordic, Central, Eastern and Western European.

Performance



- **Integrated chat and chatbot platforms**, enabling real-time customer engagement and providing instant assistance across multiple channels.

Results and Impact



50%
Average Handle Time (AHT)
cut in the span of 1 year

53.5%
Efficiency rate
thanks to chatbot introduction

50%
drop of Abandonment Rate
* 5% above industry standard

97%
Consistent Quality score



#wegrowtogether