



Ambassador +



**American
Solar Direct**

Fast Onboarding, Ultimate Flexibility, and No Broken Promises

When American Solar Direct came to Ambassador, it was fresh off a bad experience with a competing vendor that promised the world, but failed to deliver. With Ambassador, the company has exactly what it needs and the security of true, end-to-end support.



**BY THE
NUMBERS**

A Closer Look
at the Data

17th

Rank on the Inc.
5000

\$52 Million

Total Revenue

61,560%

Three-year
Growth Rate

“ With Ambassador, there’s an incredible commitment to problem solving and actually delivering functionality that other vendors can only claim to offer. As a solar power company, we weren’t the easiest implementation, but the Ambassador team made it feel easy.

- Lauren Schaefer, Marketing Specialist, American Solar Direct

THE COMPANY

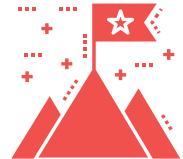
Since its founding in 2009, American Solar Direct has built up an impressive list of accolades. Within 5 years, the full-service solar provider was named the 17th fastest growing company in the country by Inc. magazine. And, soon after that, the American Business Awards declared American Solar Direct the National Company of the Year. Today, it's recognized as one of the country's best full-service solar providers.



THE CHALLENGE

American Solar Direct had thousands of happy customers and an offline referral program that was generating new business, but not in a trackable or scalable way. So, the company decided to invest in a referral solution that could automate manual processes and scale results. Initially, the business signed with a lower cost vendor that promised to deliver all the functionality of premium providers. But it didn't take long for those promises to fall apart.

"Our vendor assured us that we'd be able to easily integrate with Salesforce, quickly implement the product, and have the flexibility to customize how we paid out referral commissions," Schaefer recalled. "But we discovered pretty quickly those were mostly empty promises."



THE SOLUTION

After just three months, American Solar Direct opted out of its contract with that vendor and came to Ambassador. Schaefer said the company made the transition with tempered expectations, but it was quickly blown away by the Ambassador experience.

"After running a manual program and having a bad experience with another referral marketing vendor, Ambassador was a breath of fresh air," Schaefer said. "Their platform could actually deliver the functionality a lot of other vendors promise, and their team's effort, competency, and responsiveness was incredible."



THE RESULTS

Within five days of signing with Ambassador, American Solar Direct's referral marketing program was fully operational and the company had the flexibility it needed to customize the instance to its unique sales cycle and referral process.

"With Ambassador, there's an incredible commitment to problem solving and actually delivering functionality that other vendors can only claim to offer," Schaefer said. "We weren't the easiest implementation, but their team made it feel easy."



Want to learn more about how Ambassador's referral marketing platform can help your business? [Schedule a Demo.](#)

 **Ambassador**
www.getambassador.com