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# Sunrun Ranks Among The Nation's Top Companies In Customer Loyalty

## Largest Dedicated Residential Solar Company Sets New Benchmark for Customer Satisfaction in Home Solar

SAN FRANCISCO, Oct. 15, 2014 /PRNewswire/ --[Sunrun](#), the largest dedicated residential solar company in the United States, today announced it now ranks among the nation's most beloved businesses and brands in customer satisfaction. Based on ratings given by 2,200 Sunrun customers surveyed over the past year, Sunrun has achieved an average Net Promoter score (NPS®) of 64, on par with popular consumer brands including Amazon.com, Zappos.com and Southwest Airlines. NPS measures customers' likelihood of recommending a company's product or service. Scores can range from a low of -100 to a high of +100 with an NPS of +50 considered excellent.

"Sunrun strives to provide an amazing customer experience and we're proud to see signs of this reflected in high customer satisfaction ratings," said chief executive officer, Lynn Jurich. "In an emerging industry like home solar, having a great experience is paramount to growing positive consumer sentiment. When customers have a great experience with Sunrun they are more likely to recommend us to their friends and family and that helps us further increase the adoption of home solar nationwide."

To ensure Sunrun is meeting and exceeding customer expectations, the company solicits feedback from its customers at multiple periods in time to get a more accurate assessment of customer loyalty – after the first month of system activation, at six months, 18 months, and on an ongoing basis beyond that. In addition to a high NPS ranking, Sunrun continues to collect positive feedback from industry-leading consumer review websites.

"I am personally invested in Sunrun's performance and it's encouraging to receive positive feedback from our customers themselves," Jurich added. "Sunrun is proud to maintain an A rating with the Better Business Bureau and an A rating on Angie's List, the highest rating a business can receive on the service. The residential division of REC Solar, which we acquired earlier this year, was awarded the Angie's List Super Service award and we have an average 4.2 star rating on Yelp across our more than 50 geo-specific pages. As Sunrun continues to grow faster than the industry, it becomes increasingly important that we ensure we're doing the best job we can for our customers, and our rankings today are proof that commitment to a high quality experience is paying off."

Sunrun's NPS and other customer satisfaction rankings are results of the company's continued investment in areas that support an [unmatched customer experience](#) in the industry. Sunrun recently expanded its quality assurance [program](#) for the panels and inverters being installed on customers' roofs and launched its proprietary software platform called [BrightPath](#)™ that creates a seamless sales experience, enables faster system installations and provides a higher level of customer service.

As the first company to introduce [solar as a service](#) to American homeowners, Sunrun has reinvented the way people buy electricity. Sunrun gives homeowners access to the smartest energy source – sunlight – and takes care of everything so families can focus on more important things, like putting savings back in their pockets each month.

### **About Sunrun**

Sunrun pioneered solar as a service, a way for homeowners to go solar without the high upfront cost, and is the largest dedicated residential solar company in the U.S. Sunrun provides end-to-end service for homeowners to choose cleaner, cheaper, solar energy and fix their electric costs for 20 years. The company designs, installs, finances, insures, monitors and maintains the solar panels on a homeowner's roof, while families pay just for the electricity at a lower rate than their current utility. Since Sunrun introduced solar as a service in 2007, it has become the preferred way for consumers to go solar in the nation's top solar markets. Sunrun has deployed more than \$2 billion in solar systems and has raised more than \$300 million in equity capital. For more information please visit: [www.sunrun.com](http://www.sunrun.com).

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