

AMPLIFINITY

CASE STUDY

Healthcare

An enterprise healthcare provider had a vocal and loyal group of advocates and wanted to leverage their enthusiasm for demand generation.



CHALLENGES

1. No data to indicate the channels through which their customers would be most inclined to make referrals.
2. They wanted to launch the program with 2 different incentive structures to test which drove more participation.
3. Employees would need to be sold on the power of referrals for driving new patients.

SOLUTION

The company utilized the Amplifinity platform to create an incentive-based referral program that rewarded customers for successfully referring new business.

- A robust referral program that included social media, email, digital and in-clinic promotion.
- A full suite of channels for registered patients to make referrals including: social media, email, and offline using printed cards.
- Automatic email nurturing of their advocates to drive customer loyalty and convey appreciation.
- A tightly integrated and streamlined referral experience for both employees and advocates, allowing simple management, tracking and real-time reporting.

OUTCOMES

- In the x years since the referral program launched: Over 100,000 advocates have registered and generated just under 30,000 referrals.
- 50% of referrals were successful, resulting in around 18,000 new patients for our client.
- 18% of revenue is generated by the referral program, and about 50% of new patients acquired through the program are registering to become advocates themselves.

In a tough economy, clients are looking to save and make money where possible. Not only does Amplifinity simplify and enhance our marketing efforts, it provides our clients with an opportunity to trust our services and earn money at the same time.

- Healthcare Client

Amplifinity's referral amplification software turns customer, employee and partner advocacy into revenue. Our platform provides complete tracking and management of referrals with 100% accuracy so no referral is missed. Enterprises like ADP and DIRECTV trust Amplifinity to enable high-quality acquisition while providing an engaging, fully-branded experience for their advocates. Amplifinity.com

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