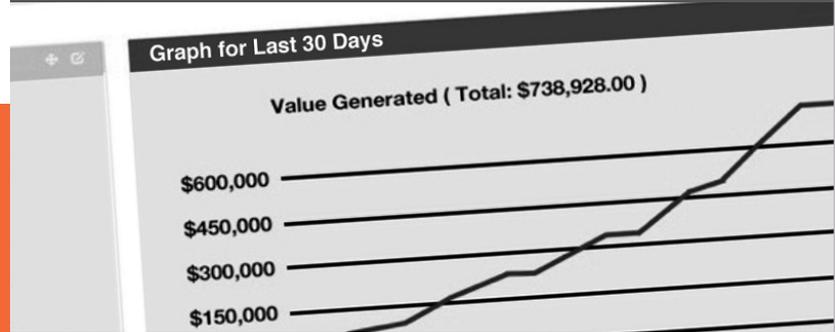


AMPLIFINITY

CASE STUDY

Insurance

An auto insurance provider who serves clients with low income wanted to improve and scale their referral program.



CHALLENGES

1. Existing referral program was generating mediocre results.
2. Their typical customer has little-to-no access to technology and the existing referral program had no offline sharing options.
3. The referral program was taking too much time to manage. Referral rewards were inconsistently fulfilled in a timely fashion and data was lost.

SOLUTION

The company utilized the Amplifinity platform to create an incentive-based referral program that rewarded customers for successfully referring someone to obtain a quote.

1. Amplifinity enabled the promotion of the referral program through email and text message, as well as over the phone at their call centers and in-person at branch locations.
2. Integrating the Amplifinity platform into the CRM system allowed for reliable and accurate tracking, management and measurement of every referral through to a closed sale.
3. To reach customers with limited access to technology, the Amplifinity platform allowed for an offline sharing option using printed referral cards.
4. The Amplifinity platform automated reward fulfillment for a 7-day turnaround, eliminating customer escalation calls and mismanaged rewards.

OUTCOMES

In the three years since the customer referral program launched:

- It has achieved a 98% success rate for closed referrals.
- The rate of successful referrals continues to increase each year with an average increase of 35% year-over-year.
- Since program launch, 25,000 successful referrals have been made, and the numbers continue to increase at a consistent pace.
- Nearly 99% of customers use printed cards – offline referrals – to share with people they know, successfully addressing the technology-gap challenge.



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](https://amplifinity.com)

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