

AMPLIFINITY

CASE STUDY

Software & SaaS

A B2B software company wanted to leverage their happy customer base to generate new business.



CHALLENGES

1. The existing program had an advocate-facing website, but it was insufficient. It consisted of a login and a simple ledger of transactions. It did not offer any value-added functionality.
2. The existing program did not get consistent engagement from advocates. People would refer once and then never again.
3. The business had no way within the program to prompt an outpouring during key periods of time in the year.

SOLUTIONS

Amplifinity was selected as the vendor because of its distinct ability to engage and motivate customer referrals.

1. To add additional value to the advocate facing website, Amplifinity provided 3 key enhancements; advocate account dashboard, social sharing tools, and single sign-on (SSO).
 - The dashboard gave the advocate a clear, high level view of what was happening with their account. This includes a resource link section and a summary of total referrals and rewards.
 - The social sharing tools gave the advocates the ability to refer the business by submitting a lead to the Sales Rep or sharing by clicking on any one of the integrated social media buttons. If the advocate did not share a referral recently, the program would automatically prompt the user to share, increasing the rate of sharing.

- And finally, SSO allowed advocates in the customer program to enroll in the program and access the program from their previously created customer account run through the business. This improved advocate signup by removing the necessity to create another set of credentials.
2. To increase engagement, Amplifinity deployed reminder emails to advocates and salespeople each month. Along with that they built countdown logic into the advocate's accounts that reminded them of their yearly goals.
 3. To prompt a greater outpouring of referrals during key time periods, Amplifinity built a feature set that allowed the business to temporarily change the program rules so that 1 referral counted as 2 during a specific time of the year. Amplifinity then inserted specific language into the emails and the website to explain the promotion and raise awareness.

OUTCOMES

- 159,215 advocates have enrolled in the program.
- An average of 40,855 referrals are made each year.
- 23% of referred leads end up becoming a customer.

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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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