AMPLI**FINITY**
CASE STUDY

Telecommunications

A leading provider of digital media wanted to improve its existing employee referral program.

Graph for Last 30 Days
Value Generated (Total: $738,928.00)

CHALLENGES

1. The referral program was being run manually. Capturing reports, determining employee eligibility, and fulfilling rewards was a big strain on resources and an operational hassle.

2. Enthusiasm for the program was adequate, but motivation and participation could definitely be improved upon with the right solution.

3. The sharing options were not extensive enough to serve the wide range of social networking preferences of their employees.

SOLUTION

The company utilized the Amplifinity platform to create an incentive-based referral program that rewarded employees for successfully referring someone.
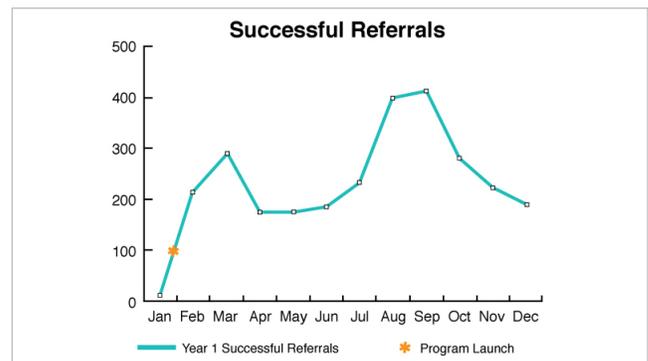
1. Integrating Amplifinity's platform into their CRM system allowed for reliable and accurate tracking, management and measurement of every referral through to a closed sale. It is fully automated, eliminating the management burden from company resources.

2. The platform integrated with HR systems for identification of eligible employees and payroll systems for automated reward fulfillment.

3. To make it easier for employees to make referrals, Amplifinity allowed referrals via social media that are all fully-tracked within the platform.

4. Referral experts at Amplifinity helped to create a series of highly successful employee promotions (around the holiday and football season), which served to galvanize support for the program, as well as generate enthusiasm and higher participation metrics.

5. Automated leaderboards were created to inspire competitive spirit and a tiered reward promotion was implemented to encourage multiple referrals from each employee. Referral 1 = $100, referral 2 = $150, referral 3 = $200, and so on.

OUTCOMES

In the four years since the employee referral program launched:

- The program participation increased by 25% with the Amplifinity platform and internal promotions.

- 9,000 employees have registered and 6,000 have made 1 or more referrals.

- Over 35,000 referrals have been made for an average of 6 referrals per active advocate or 1.5 per year.

- 14% of referrals have resulted in a new customer who purchased and stayed with the service.

Successful Referrals

Year 1 Successful Referrals   Program Launch

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