AMPLI**FINITY**
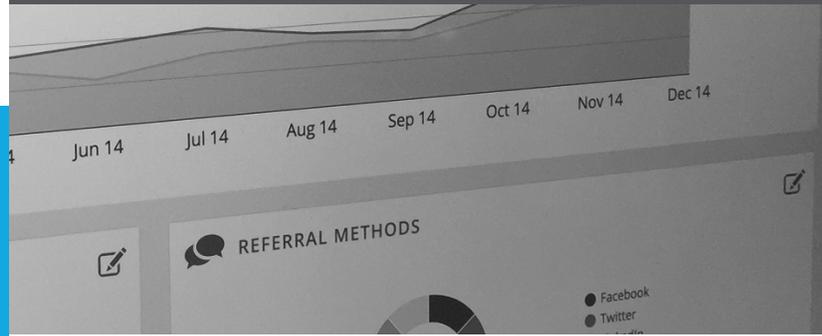## CASE STUDY

Telecommunications

An enterprise telecom provider was running a highly successful employee referral program using Amplifinity, and wanted to add an additional program for their customers.

CHALLENGES

Due to the magnitude of the program required, their main challenges were centered around creating a simple, streamlined program that would not measurably increase employee workload or create unhappy customers.

1. With a large customer base, they were concerned about program scalability.

2. They did not want the program to create a high volume of customer service calls from customers who wanted to know the status of referrals or incentive fulfillment.

3. They wanted customers to have a simple process to register and make referrals.

SOLUTION

- Single Sign On (SSO) for all customers to register for the program.

- Online and offline (bill inserts and autodial) status updates for referral program members to keep advocates informed of the status of their referrals and rewards.

- Integration with their CRM system to track referral success and reward attribution for advocates.

- An enterprise, scalable software solution that accommodates referrals in the millions each year.

OUTCOMES

After 3 years:

- The referral program accounts for 20% of all new customer service activations.

- 1.8M existing customers are referring friends, generating 650K new customers annually.

- Referred customers have a 17% higher LTV than non-referred customers.

- Measurably lower churn for customers acquired through referral program.

- Referred customers have 7-9 point higher Net Promoter Score than non-referred customers.

"With Amplifinity we've found a powerful enterprise solution platform that helps our customers identify new prospects, extending the reach and efficacy of our offerings. The leads that come from this channel, as a result, are of extremely high quality and close at a higher rate than other lead sources.
- Division VP of Sales

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