

AMPLIFINITY

CASE STUDY

Utilities

An energy provider in a deregulated market wanted to expand their footprint.



CHALLENGES

1. In a deregulated market, the need to be competitive and maintain or grow their customer base was critical to company success.
2. They make customers extremely happy once a year when they give money back when they underuse energy relative to their payment. They wanted a way to capitalize on the customer happiness.
3. Referrals were already naturally conveyed to the sales center when someone was signing up for service. They needed to operationalize these phone conversations into an automated program.

SOLUTION

The company utilized the Amplifinity platform to create an incentive-based referral program that rewarded both advocates who refer new customers and a discount for the new customer.

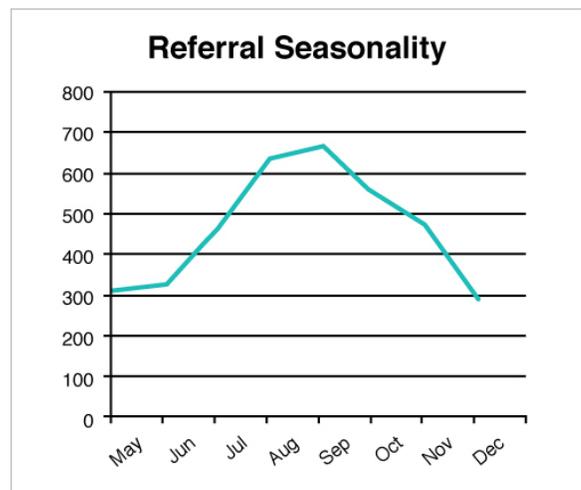
1. Leveraging the customer happiness during their annual cash back program in early summer, marketers were able to promote the referral program to customers who got cash back and encourage them to register as advocates and make referrals.
2. An integration with the call center software allowed for sales and customer service to ask if a new customer was referred and check that the advocate is registered. If registered, they can attribute them with a successful referral. If not, they can add them into the system to automate the process.

3. Amplifinity enabled multiple referral programs to be run through the platform so that marketing could target the specific needs of landlords referring their renters.

OUTCOMES

In the two years since the customer referral program launched:

- There are almost 6,000 advocates enrolled in the program.
- 61% of advocates have made at least one referral.
- 54% of referrals are accepted by the sales team and 22% of accepted leads turn into acquisition of a new customer.
- Referrals are strongest in summer months, likely due to the cash back program in early summer.



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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