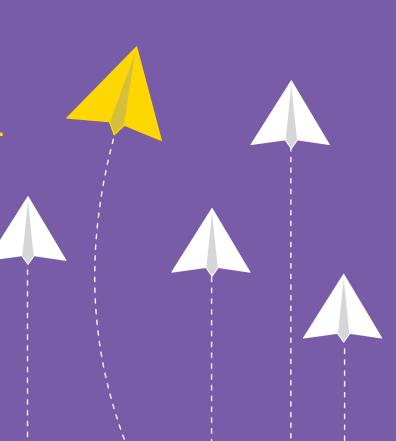
Start Your Own Reference (R)evolution

How to maximize customer voice and minimize workload

Customer marketing advocacy programs have come a long way. Today, Customer Marketing is one of the fastest growing positions globally as organizations realize the value of investing in the customer voice. But, certain priorities like reference management remain "stuck" without the resources or internal buy-in to make the process work effectively and efficiently— for CMA professionals and customers.



Customer advocacy

required reference

learns about the

through the

grapevine

The Challenges



Sales needs reference yesterday



Sales seeks reference from sources outside of customer advocacy

75%

OF CMA PROFESSIONALS

spend a majority of their time dedicated to gathering references.

> Customer advocacy discusses reference requirements with Sales



Customer advocacy scrambles to find a reference



We're all aware of what a challenging task generating references is—CMAs cite their top two issues:

55%

RESOURCES to fulfill requests, leading to reference fatigue and exhausted customers.

45%

LACK OF SALES ENGAGEMENT and communication from Sales.



Customer advocacy saves the day

What would help you evolve to the ideal state?

60%

MORE CANNED/
REUSABLE reference
content to fulfill requests

30%

IMPROVED ADHERENCE

to an internal process for reference management



The good news?

There are simple steps you can take to develop stronger reference content, better manage the overall reference process and improve relationships with sales...while minimizing your workload and without overburdening your customers.

Learn more