

# Case Study

## Telecom Provider

### The Challenge

Our client, a leading telecom provider, had been running an employee referral program since 2010. Employees of the company were incented to reach out to their friends and family to buy and install their company's services and in return, they were rewarded for a successful referral. While the program was generating adequate participation, there were some major challenges:

1. Our client was handling all aspects of the referral program internally: capturing reports, determining employee eligibility, and fulfilling rewards. The result was a strain on employees and the company's bottom line.
2. Enthusiasm for the program was adequate, and our client wanted to boost both motivation and participation.
3. The sharing options were not extensive enough to serve a wide range of social networking preferences.

### The Approach

Amplifinity's programs motivate customers, employees and third parties to generate social behaviors that result in increased brand awareness, a larger database of brand advocates, and measurable ROI.

We recommended that our client implement changes to their current referral program in order to: engage a greater number of their employees, drive customer acquisition in a shorter length of time, and simplify and streamline program management.

**Amplifinity teamed together with our client to create a system that tracks every referral action from start to finish:** signups/registrations, active employees in the program, employee logins, referrals made - unsuccessful and successful.

Further, the AMP platform allowed employees to access their own unique dashboard to track and manage their



progress, which served to keep engagement higher, and escalations lower.

Amplifinity focused our efforts in the following five areas:

- 1. Streamlining Systems:** We built all vendor systems with the goal of streamlining the program for employees in involved departments.
- 2. Creation and Endorsement of Themed Promotions:** Together, we created 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 numbers than our client had seen anytime prior.
- 3. AMP Platform Integration:** We integrated our platform directly into the client's HR and payroll systems to identify employees who were eligible for the program, and those eligible for reward disbursement, thereby saving our client time and money.
- 4. Additional Referral Channels:** We provided online and offline tools that made it simple for employees to participate in the way that appealed to them most.
- 5. Reduction in Sales Processing Issues:** Amplifinity's platform was a key factor in reducing our client's previous sales processing issues, resulting a smoother system with less time spent on errors and mis-classifications.

## The Results

Our client launched the program in January of 2011. The program is still running, and experiencing ongoing growth in both referrals and client acquisition.

- To date, over 35,000 referrals have been made
- As of this month, **9,000 employees have registered for the referral program - of those, 6,000 have made one or more referrals**
- Since the 2011 program launch, an average of **14% of referrals have resulted in a new customer** - new customers who came in through the referral program spend more and stay longer
- **Call center agents, marketers and our client’s employees have reported a smooth, successful and simple integration** with Amplifinity’s technology: escalations and system errors have measurably decreased, and Amplifinity’s dedicated account management team provides regularly scheduled quality checks in order to ensure continual success



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*Amplifinity is one of the pioneers in the development of social marketing platforms. Amplifinity’s Advocacy Management Platform (AMP) is being used by leading companies to generate social behavior by mobilizing customers, employees and partners to refer new prospects, endorse products, and amplify marketing messages. With AMP, brands are able to acquire customers at a fraction of the cost of traditional channels, thereby increasing revenue, retention, and profitability.*

