



Customer Advocacy Manager

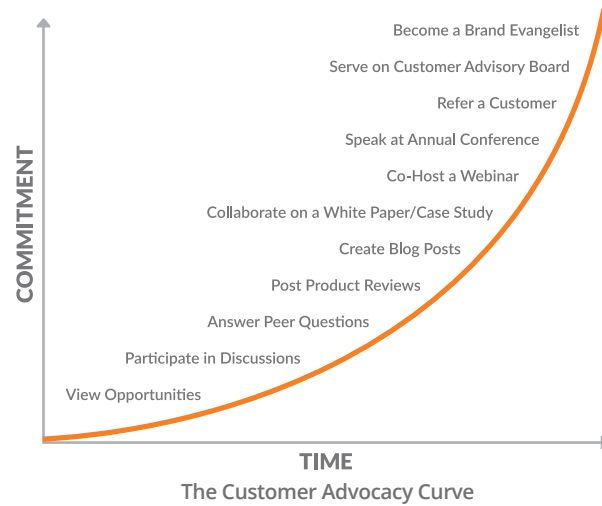
Improve the customer experience and transform customer loyalty

Customers are the foundation of any company's success. The ideal customer journey starts with initial questions and product feedback, working all the way up to advocacy outreach and leadership participation.

With Higher Logic's **Customer Advocacy Manager**, we make it easy to find, track and reward your best and most vocal customers. This system simplifies the process of turning your passionate customers into brand advocates at every level. Make customer involvement easy, and incorporate your company's programs, events and other initiatives into one engagement platform.

This intuitive and easy-to-use platform will give your company the right tools:

- **Encourage** customer engagement with better rewards and recognition programs
- **Streamline and automate** advocacy and outreach processes
- **Effectively track** and report online/offline engagement with a detailed points system



88% of customers say buying decisions are influenced by product/service reviews from user-generated content.
- Gartner Group

CUSTOMER ADVOCACY MANAGER

Core Capabilities:

- **Automate customer management.** We made it easy to create and fill advocacy opportunities that fit every customer’s skills, interests and location. Replace manual solicitation, selection and tracking to save staff time and yield better results.
- **Personalize advocacy efforts.** Configure any opportunity to your exact specifications, and post openings in a searchable, online database. Give your customers easy access to profiles and automatic notifications on opportunities that fit their interests.
- **Reward and recognize.** Encourage participation and feedback with gamification tactics like virtual badges, ribbons, and a customer leaderboard. The system also helps you identify and reward customers using traditional practices like thank you letters and physical gifts.
- **Track engagement.** Measure advocacy efforts at any level with a time and experience-based point system. Use this system to track individual advocacy programs and opportunities throughout the year, and translate to overall engagement points for a more comprehensive view.



Referrals are:

36x

more valuable than a cold call

10x

more valuable than a tradeshow lead

4x

more valuable than a web lead

- Ken Krogue, President and Co-Founder, InsideSales.com