





## Ambassador + Financial Services

3 Months, Thousands of Referrals,  
Exemplary Customer Service

When this Financial Services organization came to Ambassador, the company was frustrated with a competing vendor. Three months later, the company has acquired thousands of new customers and it's running out of ways to praise Ambassador's service.

 <p><b>BY THE NUMBERS</b> A Closer Look at the Data</p>	<p>In just three months, the financial services organization has:</p>		
 <p>Acquired Thousands of New Customers</p>	 <p>Generated a Large Stream of Referrals</p>	 <p>Experienced Zero Service Issues</p>	

“ Ambassador’s service was exemplary. The company not only took care of everything we asked for, but it did so in a very timely fashion. I’m running out of ways to say how terrific the experience has been.

- CRM Manager

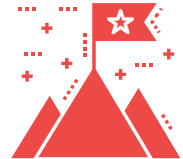
## THE COMPANY

This well-known company in the financial services industry operates a global network of 287,000 locations in 147 countries and serves millions of happy customers.



## THE CHALLENGE

The biggest driver of that growth? Good, old-fashioned word-of-mouth. So, when the company began to build out its digital business, incorporating referral marketing technology was a no-brainer. At scale, the company expected referrals to become the engine driving its new customer acquisition efforts, ideally at a low CPA and with minimal customer service issues. To reach that goal, the company initially opted to invest in a competing referral marketing platform. However, the marketing team was unimpressed with the software and level of support they received and reached out to Ambassador.



## THE SOLUTION

Once the company made the switch to Ambassador, it didn't take long to see the value of that decision. Instead of a dated, difficult-to-use UI, they found flexible best-of-breed technology that was intuitive, feature-rich, and fully customizable. And then there was the service.



## THE RESULTS

Three months in, the results of the relationship with Ambassador were clearly a success. To date, the company has generated a massive number of referrals and paid out several thousand commissions.

*"We had high expectations and Ambassador has helped us achieve all of them. Based on our experience with the team and product, I would recommend Ambassador to any company seeking a referral marketing solution." - CRM Manager*



Want to learn more about how Ambassador's referral marketing platform can help your business? [Schedule a Demo.](#)