



3 Months, Thousands of New Customers, Exemplary Service



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

 <p>BY THE NUMBERS A Closer Look at Ria's Success Story</p>	<p>From October 2015 to January 2016, Ria:</p> <table border="0"><tr><td data-bbox="539 1306 873 1600"><p>Acquired Thousands of New Customers</p></td><td data-bbox="880 1306 1188 1600"><p>Generated a Large Stream of Referrals</p></td><td data-bbox="1195 1306 1474 1600"><p>Experienced Zero Service Issues</p></td></tr></table>			 <p>Acquired Thousands of New Customers</p>	 <p>Generated a Large Stream of Referrals</p>	 <p>Experienced Zero Service Issues</p>
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Sean Callaghan, CRM Manager, Ria Money Transfer



THE COMPANY

When Ria Money Transfer was founded in 1987, its mission was clear: to provide the simplest, most reliable money transfer service on the planet. Mission accomplished. Today, the company 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 Ria 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, Ria initially opted to invest in a competing referral marketing platform. Soon after signing the contract, however, the marketing team made some painful discoveries. “The software was riddled with technical issues, the UI was dated and difficult to use, and the customer service was underwhelming — both in quality and responsiveness,” Callaghan said.



THE SOLUTION

Fed up, Ria reached out to Ambassador. In October 2015, the company made the switch and it didn't take long to see the value of that decision. Instead of a dated, difficult-to-use UI, Callaghan found flexible best-of-breed technology that was intuitive, feature-rich, and fully customizable.

And then there was the service. “Ambassador willingly customized our instance to meet our needs,” Callaghan recalls. “The service was exemplary. Ambassador 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.”



THE RESULTS

Three months in, the results of Ria's relationship with Ambassador are clearly a success. To date, the company has generated a massive number of referrals and paid out several thousand commissions — rewards Ria's Ambassadors receive after referred customers complete their first paid money transfer.

“We had high expectations and Ambassador has helped us achieve all of them,” Callaghan says. “Based on our experience with the team and product, I would recommend Ambassador to any company seeking a referral marketing solution.”