

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.



BY THE NUMBERS

A Closer Look
at the Data

In just three months, the financial services organization has:



Acquired
Thousands of
New Customers



Generated a
Large Stream
of Referrals



Experienced
Zero Service
Issues



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