

Ambassador + Home Goods, Services, & Pets

How Referral Marketing Eliminated Inefficiencies and Drove Nearly Half of Each Month's Sales



When a fast-growing solar energy provider came to Ambassador, referrals were already driving a steady flow of new business, but tracking and managing them was cumbersome and the process wasn't scalable. Less than a year later, Ambassador's referral marketing technology has changed everything.



BY THE NUMBERS

A Closer Look at the Data

50%

of new monthly sales generated by referrals

9+ HOURS

saved by automating referral marketing with Ambassador

1 HOUR

per week to track and manage referral activities



With Ambassador, I've cut the time it takes me to track, manage, and fulfill referrals by an order of 10. And, as we've grown, the platform has grown alongside us. The impact it's had on simplifying the entire process for us — and our customers — has been incredible.

- Sales Operations



THE COMPANY

When this solar energy provider was founded in 2011, the company's leaders knew that word-of-mouth would be critical to success. After all, selling residential solar systems that cost upwards of \$30,000 isn't easy. The more warm leads the business can get via referrals, the better. The good news: Right out of the gates, the company was generating a healthy number of referrals. The bad news: As the company grew, tracking and managing them manually became an operational nightmare.



THE CHALLENGE

In 2015, the company's IT team began working to automate certain aspects of its referral program (including setting up referral tracking in Salesforce), but even that required several tedious manual steps.

"When I took over the referral program, it was basically a spreadsheet. That works with a small customer base, but it's still not optimal. I spent an enormous amount of time keeping track of gift cards, mailing envelopes, and manually tracking data. It was painful for us and it wasn't exactly the cleanest experience for our customers."



OUR SOLUTION

The company realized internal time and resources were better spent elsewhere and decided to shop around for a software platform that could remove all of that friction and fully automate its referral systems. The company was drawn to Ambassador because of a few key features:

- Direct integration with Salesforce through its AppExchange
- Flexibility to scale and grow the platform alongside the business
- Automated payouts directly through the platform's portal

"If you've ever run a referral program, you know that paying out incentives on time and to the right person can be incredibly difficult. With Ambassador, we've gone from spending an enormous amount of time on fulfillment to clicking a few buttons and being done."



THE RESULTS

Today, the solar company generates a huge portion of their new business through referrals. The team has also significantly reduced the amount of time spent managing the referral program from over 10 hours to about an hour per week.

"It's removed so much friction for us and our customers. Our customers actually enjoy using the program now and we've been freed up to spend our time on more valuable activities — like analyzing results in the dashboard and trying to find new ways to amplify the volume of referrals coming in." - Sales Operations