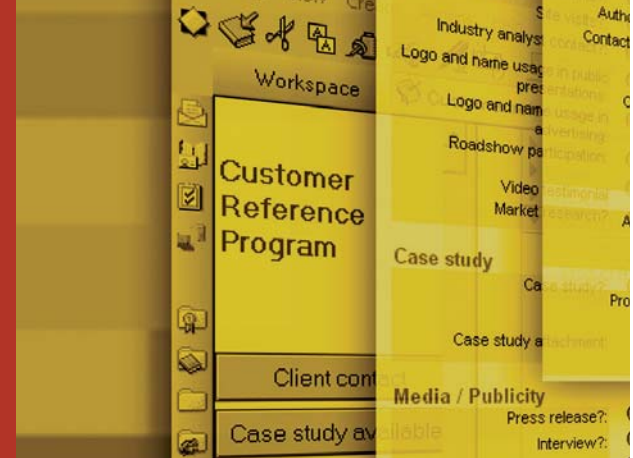


# Customer reference program



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## Do you want to:

- give your team online access to complete, detailed customer reference data?
- see approved customer reference activities at a glance?
- download written customer case studies and images?
- view customer information by almost unlimited categories?

Introducing a satisfied customer to a prospect is one of the most successful sales strategies known.

However, anyone who has run a customer reference program knows the customer's permission is often conditional and management of the program is time consuming.

It's a mine-field for marketers and getting it wrong can cost customers and prospects.

**That's why Recognition offers a hosted, online customer reference program. It will make your sales team more productive and help you manage critical customer references more effectively.**

## Using this system you can:

- identify gaps in your reference program according to geography, industry, product, partner or any other variable you specify.
- see which account managers or partners have contributed the most reference accounts (great if you're running incentive programs)

- allocate different levels of access to different users (so a telemarketer never accidentally rings the CIO of your biggest customer!)
- be automatically reminded to refresh customer information
- set triggers to communicate with reference customers
- store additional documents users can download or view such as contracts, case studies, biographies or pictures.

## How we work with you

The process is simple, Recognition:

- meets you to decide on data fields and database views that will give your team the most productive view of the customer account
- enters your customer data
- identifies missing information and work with you to source it
- attaches any other documents or images you want to make available
- allocates secure web passwords to each user and conduct training.

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**Participation**

Referenceable?:  Yes  No

Talk to prospective clients?:  Yes  No

Site visits?:  Yes  No

Industry analyst contact?:  Yes  No

Logo and name usage in public presentations?:  Yes  No

Logo and name usage in advertising?:  Yes  No

Roadshow participation?:  Yes  No

Video testimonial?:  Yes  No

Market research?:  Yes  No

**Case study**

Case study?:  Yes  No

Case study attachment:

**Media / Publicity**

Press release?:  Yes  No

Interview?:  Yes  No

Feature?:  Yes  No

**Comments:**

Comments:

Comments:

Comments:

Comments:

Comments:

Comments:

Comments:

Comments:

**Customer Reference Program**

Company name: ACB Inc

Industry: Automotive

Contact person: Ada Dwight

Title: Chief Software Architect

Authorised to approve:  Yes  No if no, then who?:

Contact's street address: 123 High St, St Kilda

Contact's city: Melbourne

Contact's state: VIC

Contact's country: Australia

Contact's phone: +61 3 9111 1111

Contact's fax: +61 3 9111 2222

Contact's mobile: 0412 313 163

Contact's email: adwight@acbc.com.au

Account management: Allan Smith

Partner name: Installs-R-Us

Partner contact: James Williams

Products purchased:  Product A  Product B  Product C

Site history: First sold Product A to this company in Feb 2003 followed by 300 units of Product B. They have since acquired three local companies and are assessing Product C for rollout across Australia and New Zealand.

## Security

Customer reference data is backed up daily and stored securely offsite. Firewall and anti-virus technology is updated continuously. Passwords to the customer reference system are changed regularly and only issued to verified users.

## Extending your customer reference program

Keeping an accurate record of your customers is only the beginning of a great reference program. To make it even more powerful Recognition can:

- build sales and marketing programs that leverage reference customers
- build loyalty programs which reward customers for reference participation
- work directly with customers to keep their information up to date
- liaise with account managers to update customer history
- interview and manage customer approvals for use in marketing programs.

## Who is Recognition PR?

Recognition PR is an Australian-owned public relations and marketing communication consultancy with 22 years experience in the Australian and New Zealand IT market.

## Customer reference checklist

Use this checklist to see if you have the right information about your valuable reference customers. Do you have:

- customer and account manager contact details
- channel partner name and contact details
- product or service implemented
- sale and go live date
- site story in summary (why did they buy, what did they buy)
- reference method agreed to: direct mail, websites, public presentations, telemarketing, advertisements, site visits, speaking events, road shows
- approval for logo use (any exceptions or limitations?)
- date of induction into reference program
- date of most recent customer communication
- copies of approved materials for external use.

Recognition PR helps clients manage communications with their many stakeholders including internal staff, customers, media and partners. Recognition's services range from strategic consulting to media relations and writing.

For more information visit [www.recognition.com.au](http://www.recognition.com.au)

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