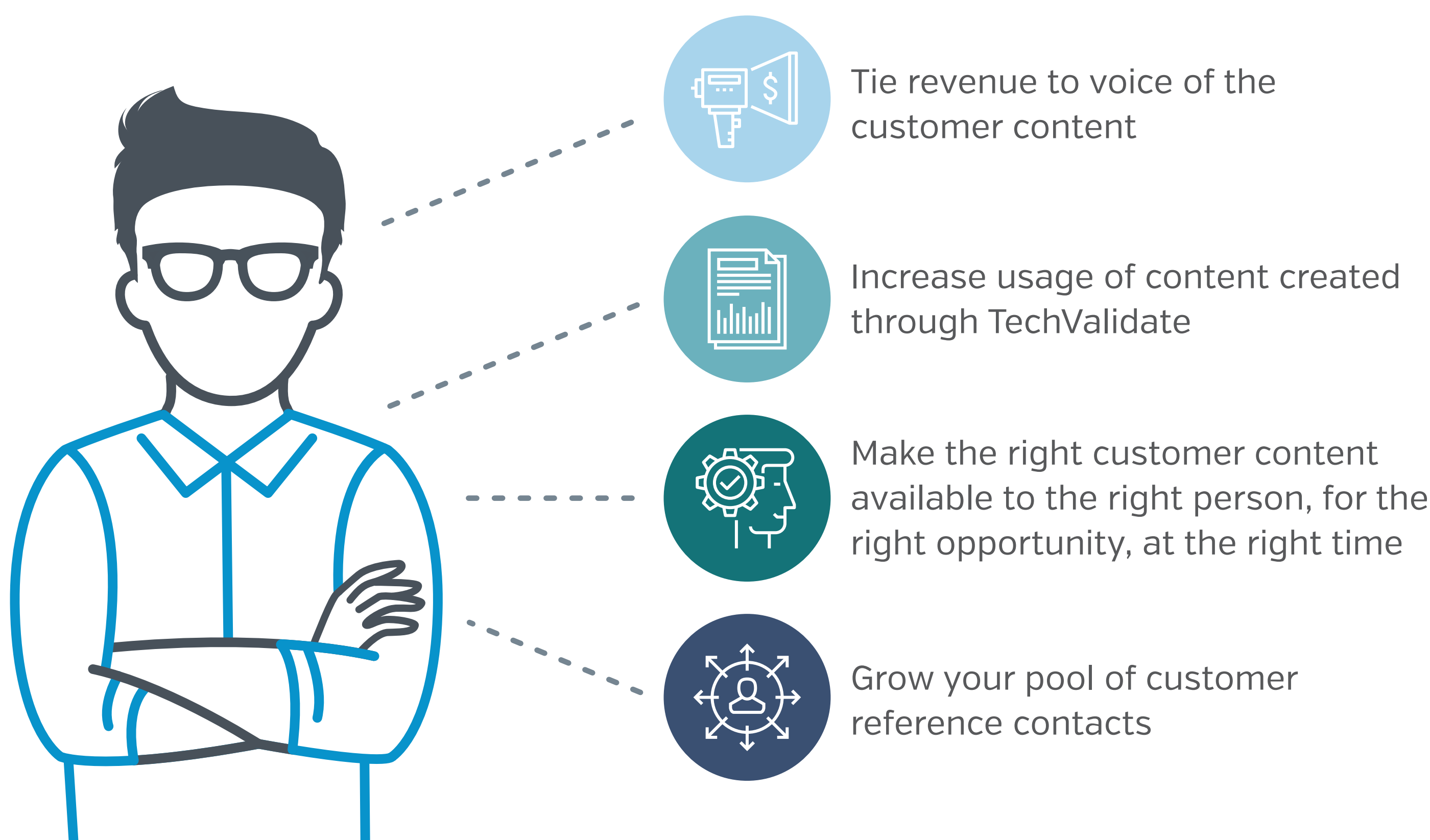


# Put the Voice of the Customer into Action

You work hard to capture the voice of your customer and create content that supports it using your TechValidate platform. With this integration, you can take that content and make it available to drive revenue from your organization's Sales & Marketing efforts. Benefits of this integration include:



## Types of TechValidate Content Optimized via Upland RO Innovation's Integration

TechValidate collects and creates content on behalf of their customers, this reference-based content is:

### Case Studies

A third-party validated, fully verified short-format case study based on feedback gathered from customers using surveys and questionnaires from TechValidate.

### Charts

A quantified, visual asset that presents real customer data, validated by a third party. The assets come in three types: Pie Charts, Bar Charts and Matrix Charts.

### Facts

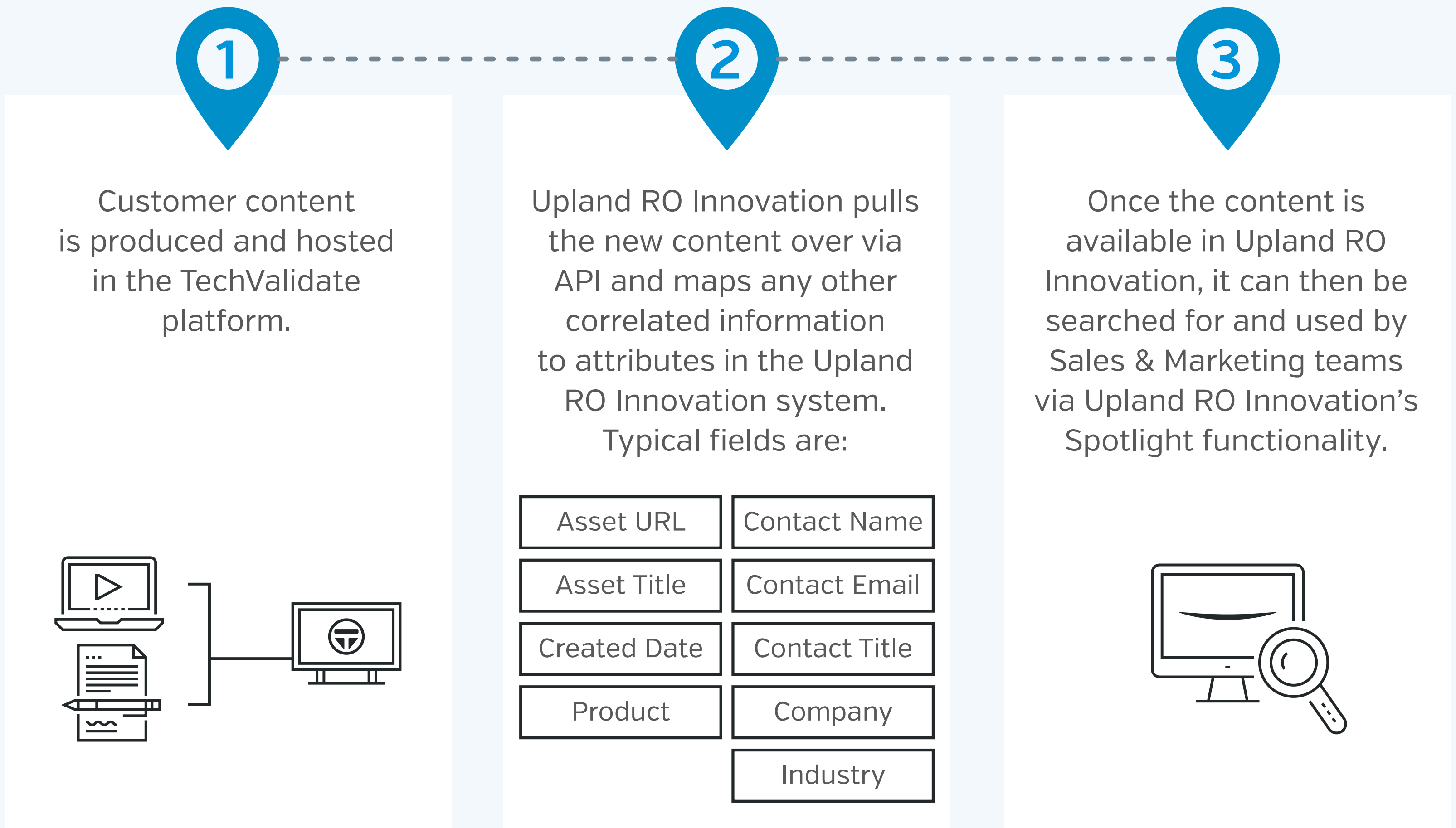
A short-format summary of use case and project facts sourced directly from customers using questionnaires from TechValidate. They come in four types: testimonials, statistics, statements, and customer reviews.

### Reference Contacts

Customer contacts that indicate through a TechValidate survey that they are willing to act as a reference.

## How Does It Work?

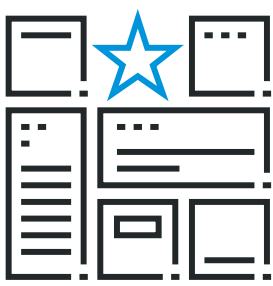
Let's walk through an example



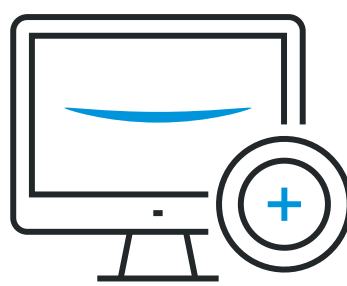
## Increase Customer Reference Nominations



Customer indicates in TechValidate survey they are willing to act a customer reference.



Reference Manager vets contact to make sure they want to participate and adds additional details to the customer record once approved.



Customer information is pulled over to Upland RO Innovation and brought into the nomination queue.

Interested in learning more? Contact Upland RO Innovation for a demo.