

Buyer's Journey

The Voice of the Customer can be activated at every stage of the Buyer's Journey. Customer references, stories and referrals can add value and influence the buyer's decision making process throughout the entire customer lifecycle.

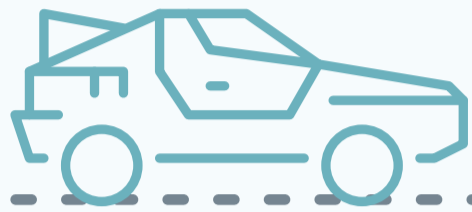
Phase 1 Buying

AWARENESS

- + Community forums
- + Customer stories
- + Review sites
- + Social networks
- + Word of mouth

CONSIDERATION

- + Case studies
- + Community forums
- + Customer references
- + Customer referrals
- + Customer reviews
- + Social networks
- + Testimonials
- + Video interviews



Phase 2 Owning

DECISION TO PURCHASE

- + Case studies
- + Customer calls
- + Customer references
- + Customer reviews
- + Testimonials



Phase 3 Advocating

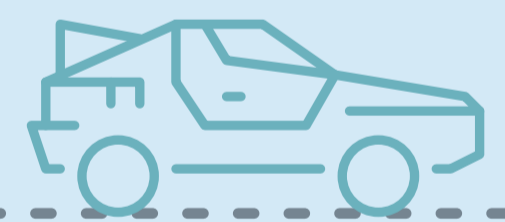
RETENTION

- + Blogs
- + Community forums
- + Customer references
- + Customer satisfaction scores
- + Net promoter score

ADVOCACY

- + Blogs
- + Case studies
- + Community forums
- + Content share
- + Customer references
- + Customer referrals
- + Customer reviews

- + Customer satisfaction scores
- + Net promoter score
- + Review sites
- + Social networks
- + Testimonials
- + Video interviews
- + Word of mouth



Debunking the Myths of Customer References and Advocacy. Just Not True...Anymore!

MYTH 1

Your advocates are only good for using in case studies

MYTH 2

References and advocates are just for closing business

MYTH 3

Total Customer Value doesn't include your customers driving new revenue for you

MYTH 4

Managing your references on a spreadsheet will get you by

MYTH 5

Customer stories are a "nice to have", not a must have

Doing the same thing over and over and expecting a different result is the definition of "something not good".

Take a different approach and learn how a concept like P2P Selling can drive better value throughout the entire Buyer's Journey.



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