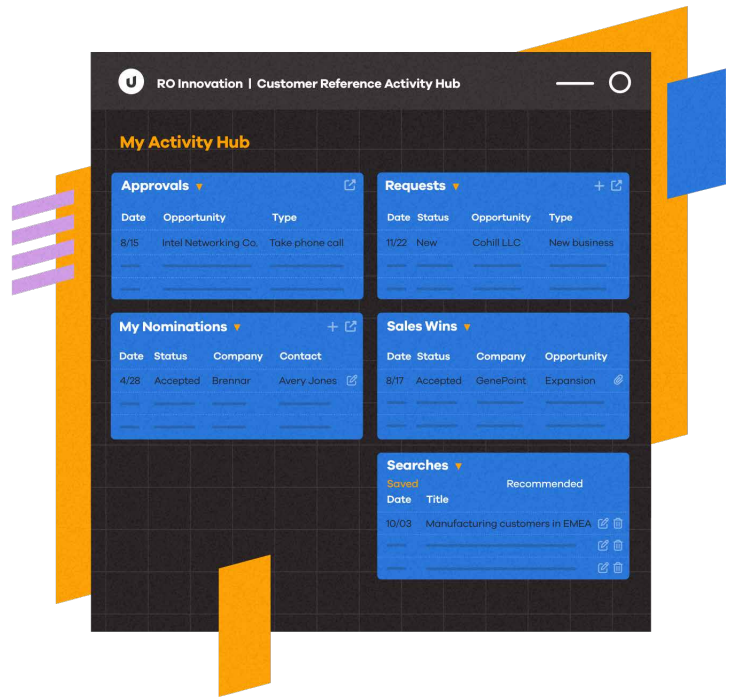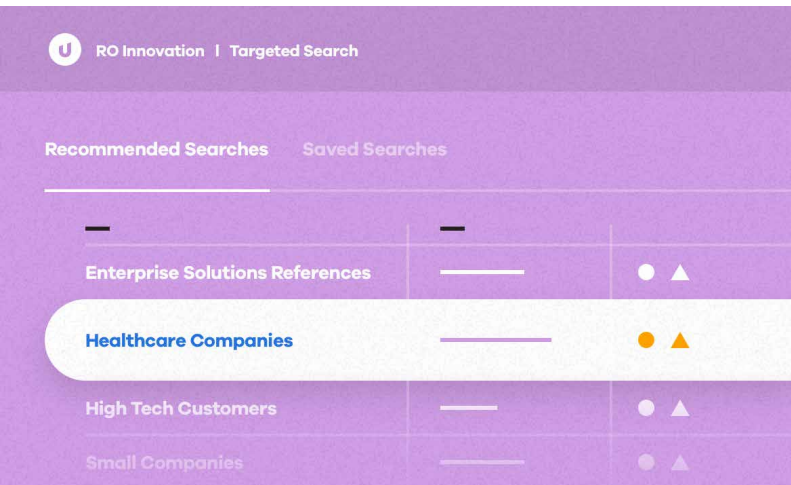# RO Innovation

Customer references for companies that win

Serve up the best customer references when you need them with Upland RO Innovation.
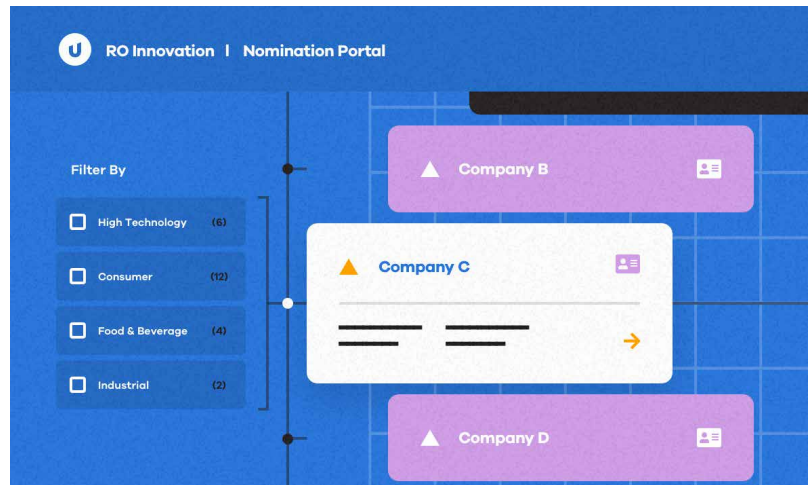
Turn customer references into your competitive edge.

From scrambling for references to references on demand.

Increase your speed to reference and revenue. Spend more time closing deals, not reference searching.

- Find the references you need, when you need them.

- Track the impact of your customer references on revenue.

Build stronger relationships with your customers.

All the tools you need to build strong relationships with your current and prospective customers.

- Engage customers based on preferred activities to avoid burnout.

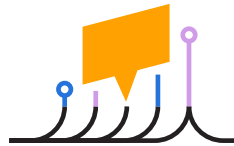- Nominate top ambassadors to maintain a healthy reference pipeline.

> Upland RO Innovation can store, manage, and automate the immense amount of files often associated with an advocacy program. Just having a fluid, up-to-date database of all reference resources was a massive time saver and solved many headaches.

Brayden M.
Customer Success Manager

★★★★☆

Scale reference-based sales efforts

- Use automation to manage approvals
- Fill gaps in your reference pool
- Track the impact of references on sales

Create social-proof galore

- Keep your sales collateral library organized
- Share references based on any criteria
- Quickly find approved customer quotes and facts

Seamless CRM integration

- Eliminate manual data entry
- Integrate with Salesforce and Microsoft Dynamics
- Work opportunity-specific references in your comfort zone

Want to learn more?

Upland RO Innovation automatically serves up the best customer references when you need them. Track the impact of references on sales. Establish buyer trust. Win more deals.

Let's talk