RingCentral increased the scale and efficiency of their referral program

impact.com / advocate

Situation

An unscalable referral program

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After successfully running a customer referral program for several years, RingCentral identified the necessity for enhanced program flexibility at scale, requiring advanced capabilities and integrations.

RingCentral transitioned to a new platform that could facilitate the launch of rewards programs — complete with in-product experiences, dynamic reward structures, specific customer behavior triggers, and real-time synchronization throughout their marketing tech stack to provide actionable insights to the sales and marketing teams. As a globally-minded company that prioritizes scalability, the logical path forward involved adopting a platform capable of delivering a substantial return on investment (ROI) and spanning every department for optimal customer engagement.

About

RingCentral

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[RingCentral](link) is a leading provider of cloud communications solutions that make it simpler for organizations around the world to run and grow their business. RingCentral's secure platform is easy to set up, easy to use and easy to manage, designed for the evolving workforce.

Solution

An automated, scalable and deeply integrated referral program that drives results

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Finding efficiencies through automation to save time

RingCentral successfully actualized its program visions by collaborating with impact.com / advocate (formerly SaaSquatch by impact.com). It now efficiently rewards customers for specific actions, offers varying reward amounts for different behaviors, and benefits from real-time synchronization among RingCentral, impact.com / advocate, Marketo, and Salesforce.

The company's ongoing inaugural program incentivizes advocates with gift cards for new sign-ups. An immediate positive outcome was the significant reduction in reported program issues. The team's prior preoccupation with troubleshooting referral problems has now transformed into a focus on promoting, scaling, and optimizing the program.

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"As far as our program results go, I am very pleased about the way things are going. I am also excited and optimistic for what we can accomplish with this solution. The tools and capabilities we wished for many years ago are finally at our fingertips, and we're excited about the possibilities this brings for building an avenue where customers can show their happiness."

Nate Yip
Senior Marketing
Manager, RingCentral

Situation > **Solution** > Outcome

Solution *(cont.)*

Utilizing integrations and data syncing for cross-department collaboration

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Gaining data-driven decision-making

Through impact.com / advocate (formerly SaaSquatch by impact.com), RingCentral enhances marketing efforts within the referral program by providing actionable insights to the sales team and fostering relationships with top advocates.

For instance, by transferring participant data to Salesforce and Marketo, RingCentral account executives promptly spot and engage with accounts referring high-value leads, streamlining customer marketing endeavors.

Moreover, tailored communications can be activated based on key user behaviors, such as the number of referrals made, sparking enthusiasm for bringing in new leads.

Situation ❯ **Solution** ❯ Outcome

Outcome

RingCentral's referral program results

As a result of partnering with impact.com / advocate (formerly SaaSquatch by impact.com), **RingCentral is delighted to report that they've increased the scale and efficiency of the referral program by double digits.**

Nate Yip, Senior Marketing Manager at RingCentral, highlights the shift towards a comprehensive customer engagement strategy, now recognized as a pivotal avenue for scalability.

The RingCentral team eagerly anticipates promising prospects and ongoing initiatives that will fuel excitement across all departments for the channel's growth potential.

Want to have results like RingCentral? | Contact grow@impact.com