



GILLIAN HELTAI



SVP, CLIENT SERVICES
TALKDESK



Customer Advocacy as a
Competitive Differentiator

Customer Advocacy as a Competitive Differentiator

Quick Facts

- 700 Employees
- Offices in U.S, U.K, and Portugal
- 1800 Customers in 75 Countries
- Gartner CCaaS Visionary
- #1 Reviewed CaaS Provider on G2, Capterra, AppExchange, TrustPilot and Peer Insights
- Founded 2011



talkdesk®

Our Mission

Empower companies to continuously improve customer experience.

With enterprise-class performance and consumer-like experience, Talkdesk allows you to adapt your contact center to the evolving needs of your customers and teams, resulting in increased productivity, customer satisfaction and cost savings.



**DRIVE
INCREASED
REVENUE**

Leverage advocates to influence revenue
Tactics: Reference program and sales tools

**DEEPEN
LOYALTY**

Deepen customer engagement/ loyalty
Tactics: Welcome program, community, CAB, product advisories, and newsletter

**AMPLIFY
ADVOCACY**

Promote customers to create positive sentiment, drive brand lift and generate new leads

Tactics: Press releases, success stories, videos, social media, reviews, and blog posts



A Story About Moving Upmarket

Your first customers! Treat them well forever. If you do this right, they will become your strongest advocates. ❤️

You have customers willing doing references! Hooray! Nothing a bit of elbow grease can't solve. 💪

The new Enterprise AEs are asking for 3+ references per opportunity + site visits. 🤔

Customer marketing team hired. Reference process refined. Focused on scaling your programs. 🚀



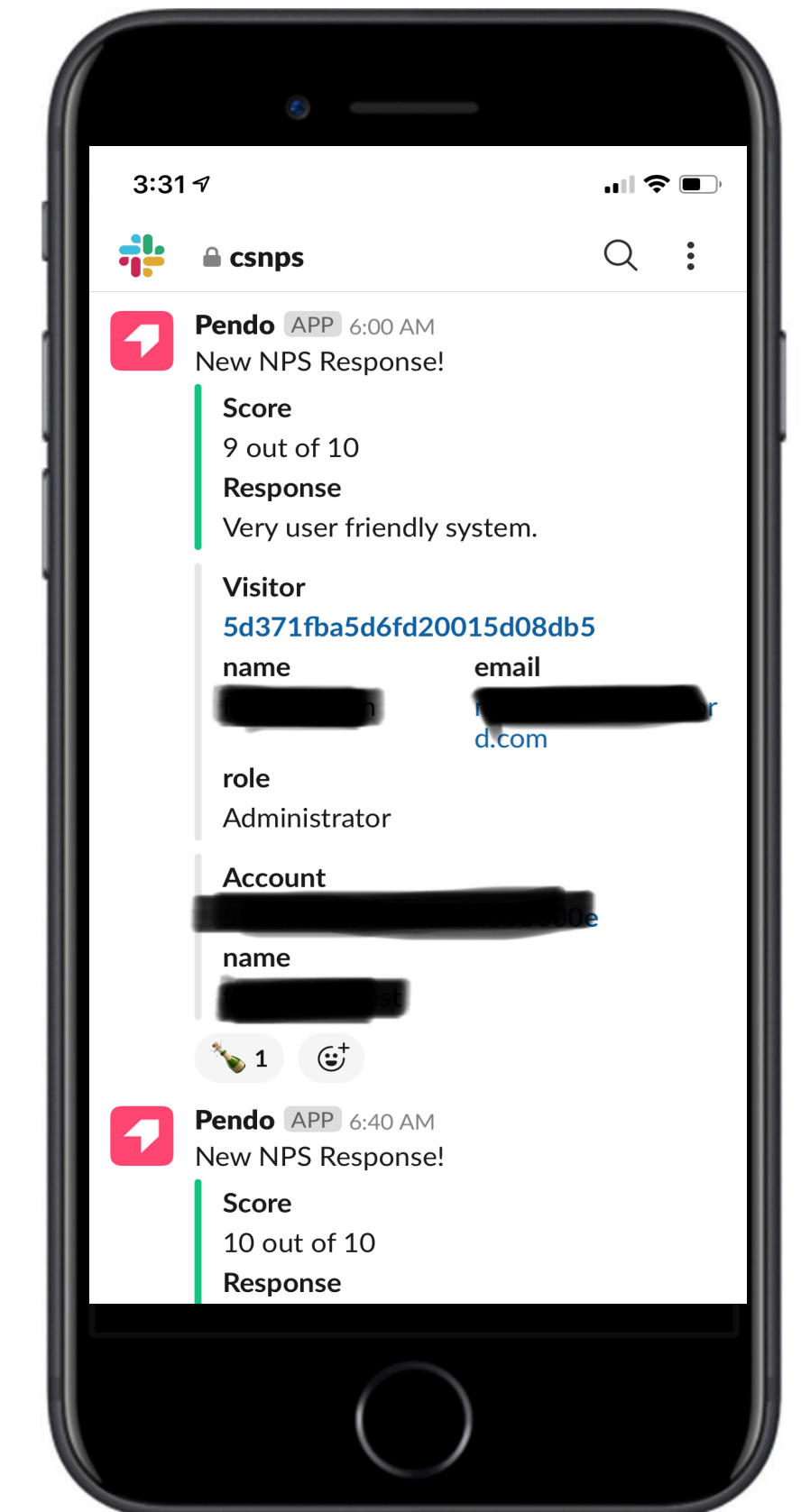
Customers -> Advocates

- Love for your product
- Improvement of experience versus prior provider
- Personal relationship with account team
- Great support experience
- Overcoming a challenge together



Finding Your Advocates

- Support CSAT surveys
- NPS surveys
- Targeted customer feedback surveys
- CSM/AM/AE asks
 - Formally: During QBR, announce launching advocacy program
 - Informally: During catch up call, site visit, via personal email
 - Get it in the contract!
- Local event attendance
 - The people that attend will likely be advocates for you



Activating Your Advocates

1:1
1:Many

- Customer References
- Advisories (CAB, Product)
- Local Event Engagements
- Industry Event Engagements
- Video Testimonials
- Case Studies
- Webinars
- Online Reviews
- Press Releases



EmployBridge Moves Several Hundred Agents to Talkdesk for Unparalleled Cloud Innovation

VISION PRNEWswire July 10, 2019, 10:30 pm

CUSTOMER STORY
2U

[WATCH CUSTOMER STORY >](#)

CUSTOMER STORY
Acxiom

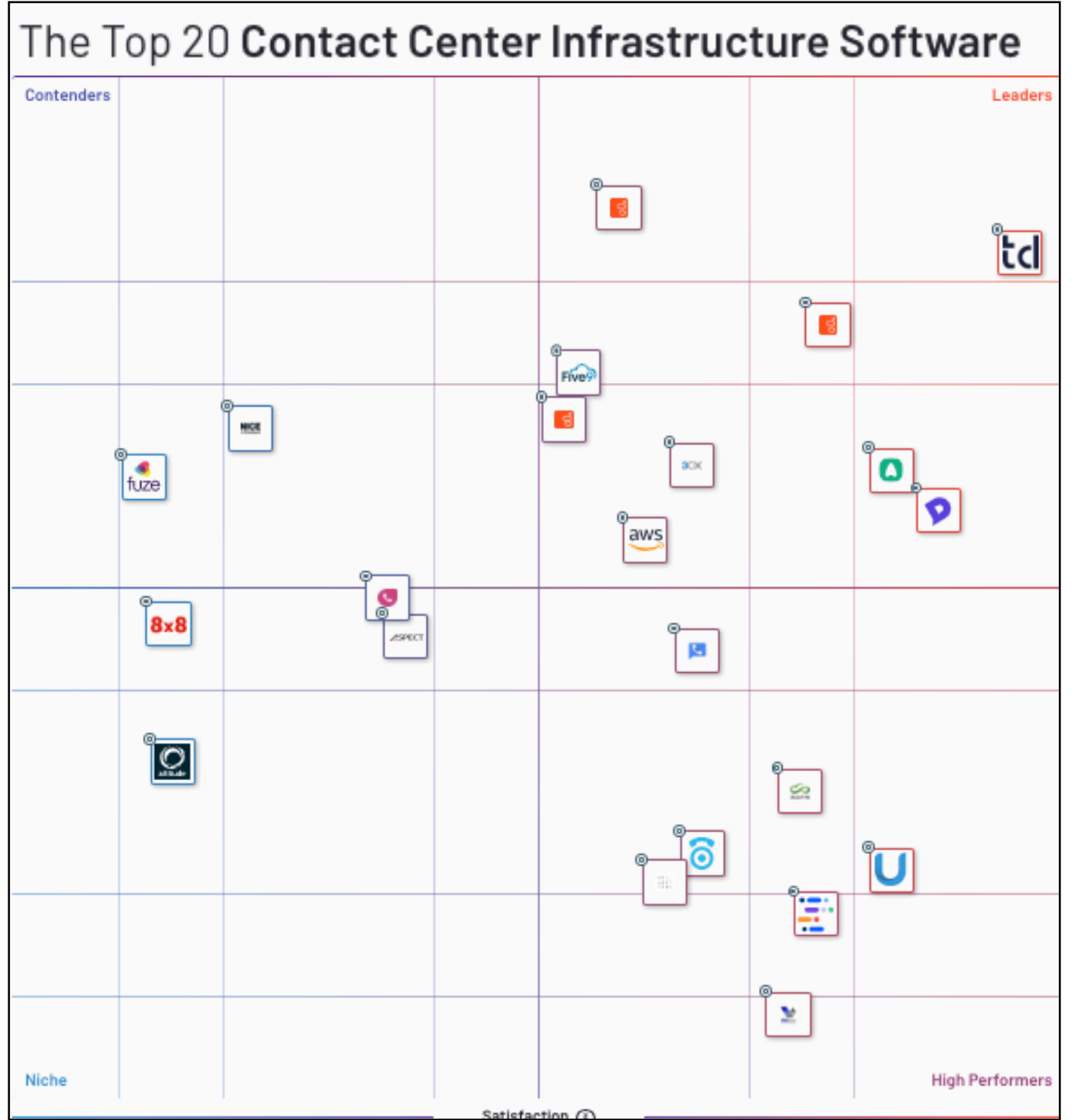
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Gartner peerinsights technology provider tools

Market and Overall Rating	Total Ratings	Position
Contact Center as a Service, North America	162	#1
4.6 ★★★★★	89%	
Show Products		



Principles

- 100% measured
- Don't forget to thank your advocate
- Boundaries must be defined
 - Iterate based on measured outcomes
- Protect your customers
 - Enlist Sales leadership to get on board with making customers the #1 priority



THANK YOU!



CS100SUMMIT

Presented by

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