

Marketing Asset Library of 700 Customer References from 80+ Countries in 5 Languages



The Client

Our client is a leading provider of enterprise office and cloud solutions worldwide, with operations in 100+ countries and a team of nearly 3000 employees. They needed to develop a customer reference program to remain powerful in an extremely competitive segment.

The Background

The Client sought to:

- create a program that collects customer success stories to support sales in EMEA, Asia Pacific and the Americas
- create a country and culture specific customer reference database
- create case studies, videos, communication packages and other marketing assets
- maintain and enrich the reference base
- manage the web distribution of these assets

Solutions

- Contact Center
- Multi-language Translation
- Copywriting and editing
- Database services

Results

The CRP program was created in 2013. As of today, the team accomplished more than 500 references. 72 video testimonials in different languages. More than 70 Long Case Studies and 500 short case studies, all of which available in Salesforce.com. Now the program team is working on maintenance of the SFDC Marketing database and implementation of new tools like SiteCore (Integrated CMS Platform) , Digital Library, etc.