



Leveraging Customer Success

Optimizing Customer Advocacy to Accelerate Growth

Karl Florida

CEO, Cforia

“Ellen helped us to take our customer marketing efforts to the next level, optimizing our strong customer relationships and equipping the sales team with powerful tools to help build the pipeline.”

CHALLENGES

Cforia, a leading provider of Order-to-Cash software, was in a highly competitive market that required a lengthy and skillful sales process to achieve positive results. Their strong customer relationships were a relatively untapped source of compelling content that could be utilized throughout the sales process.

SOLUTIONS

Under the direction of Karl Florida, CEO of Cforia, Ellen Madonia was hired to take a multi-faceted approach to creating an advocacy plan and executing key deliverables.

BY THE NUMBERS



6

New In-Depth Case Studies



20+

New Customer Quotes



7

Deep Customer Interviews & Surveys for Product Roadmap Direction



Case Studies



Sales Tools



Focus Surveys

RESULTS

1

In-Depth Customer Stories

Within 3-4 months, we created 6 detailed case studies for companies with strong brand recognition in Cforia’s ICP. All had impressive use cases highlighting value and results.

2

Sales Presentation Materials

Leveraging the new case study content, a library of slides was created that sales could utilize including case study summaries, quotes, and external review site content.

3

Product Roadmap Feedback

At a critical juncture in the product planning process, we deepened customer relationships through a research effort to prioritize feedback on product roadmap ideas.



ELLEN MADONIA

Strategic Marketing Consulting

