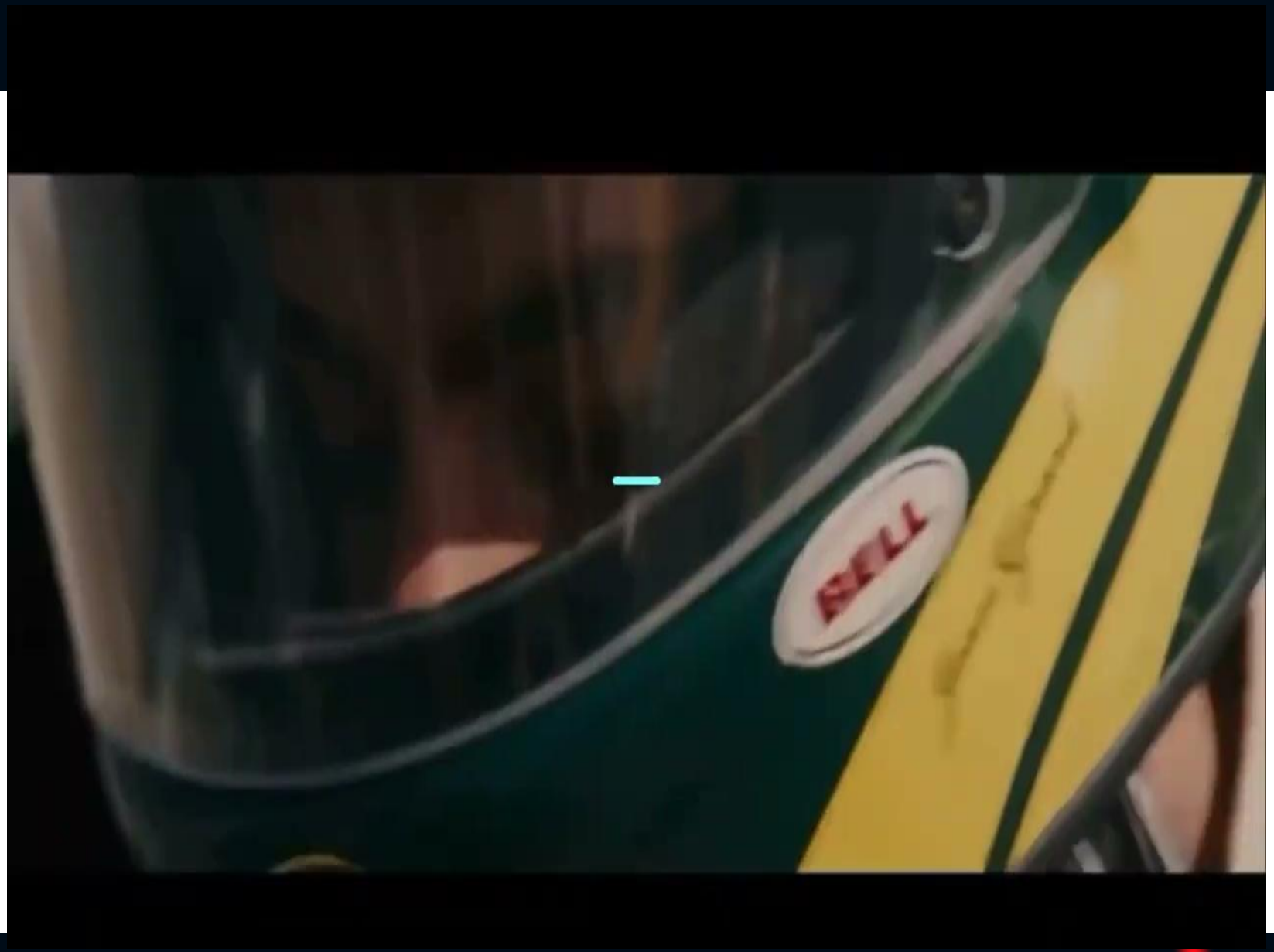
CUSTOMERXCON 2023

Get your program on the Fast Track

Ari Hoffman - VP Customer Marketing & Advocacy, Influitive
Dana Alvarenga - VP Customer Experience, SlapFive

ACCELERATE!


BELL

Welcome!!

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Fulfilling References

Publishing Case Studies

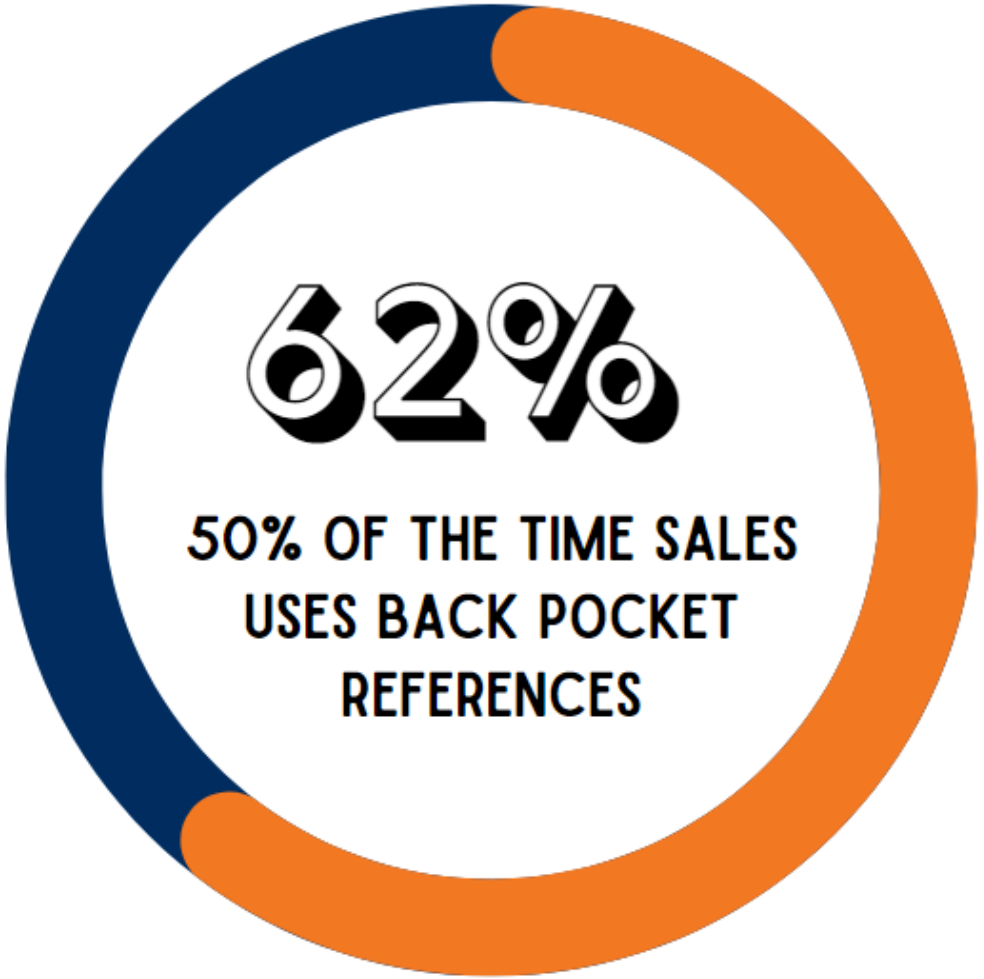
Back Pocket References

Utilizing AI

Percent of time Sales uses back pocket references

50% of the time
10% of the time
90% of the time
100% of the time

Group Therapy Breakouts 2 today at 11:05am & 4:00pm: right here in Acceleration



Elevate Your Game: Design and execute customer programs that your entire company values: at 10:05am in Rev your Engines

Bring on Your Toughest Customers: Create the Right Opportunities and They Can't Say No: today at 3:05pm in Need for Speed

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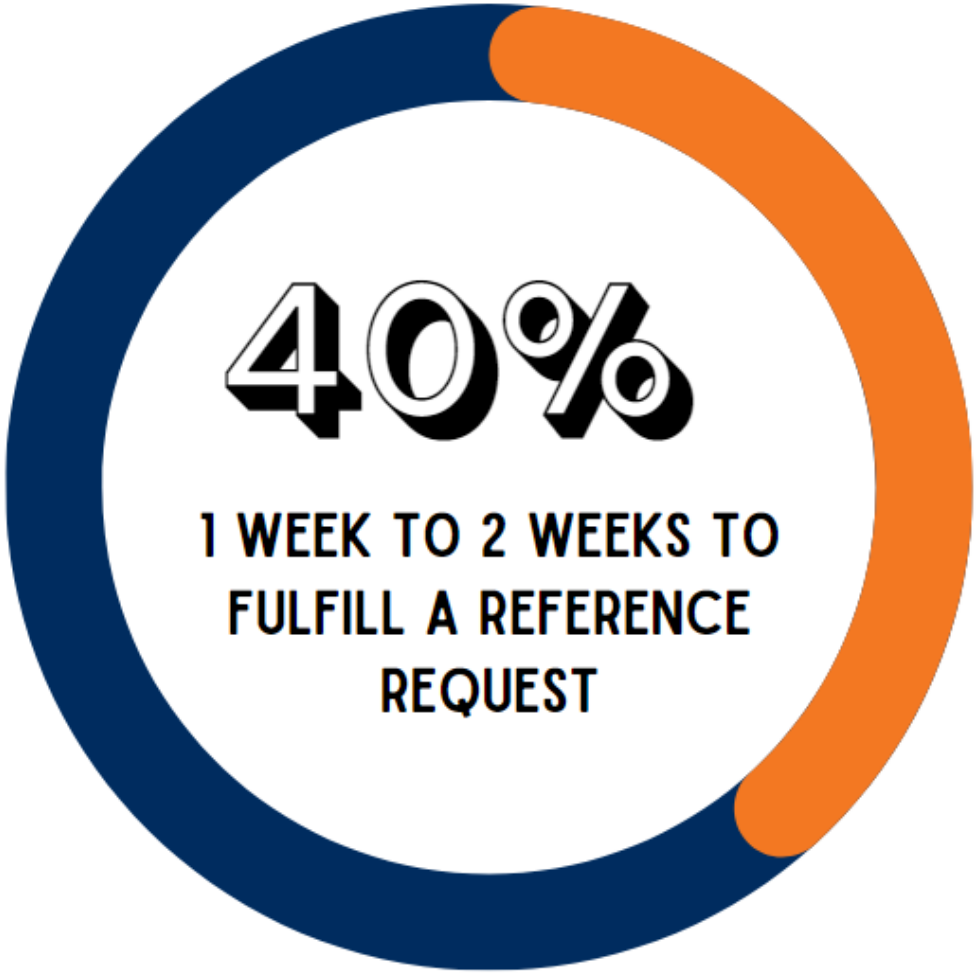
On average, time it takes to fulfill a reference request

< 1 week
1 week to 2 weeks
2 weeks to 1 month
Over a month

Success Plans: The Untapped Pipeline To Customer Stories (If Done Right):
at 3:30pm today in Pit Stop



Advocacy Acceleration: Setting Strategic KPIs for Business AND Career Advancement:
at 1:55pm today in Rev your Engines

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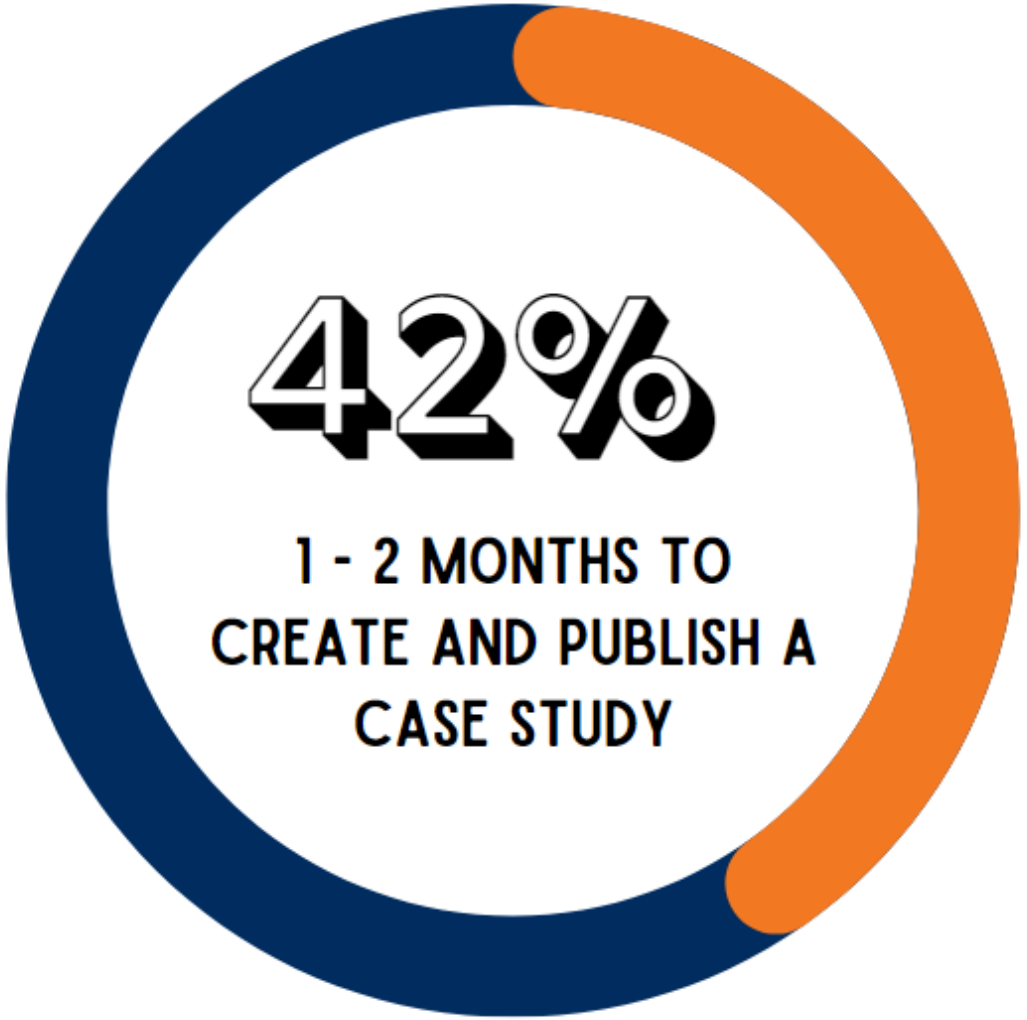
How long does it take to source, create and publish a case study?

< 2 weeks
2- 4 weeks
1- 2 months
3+ months

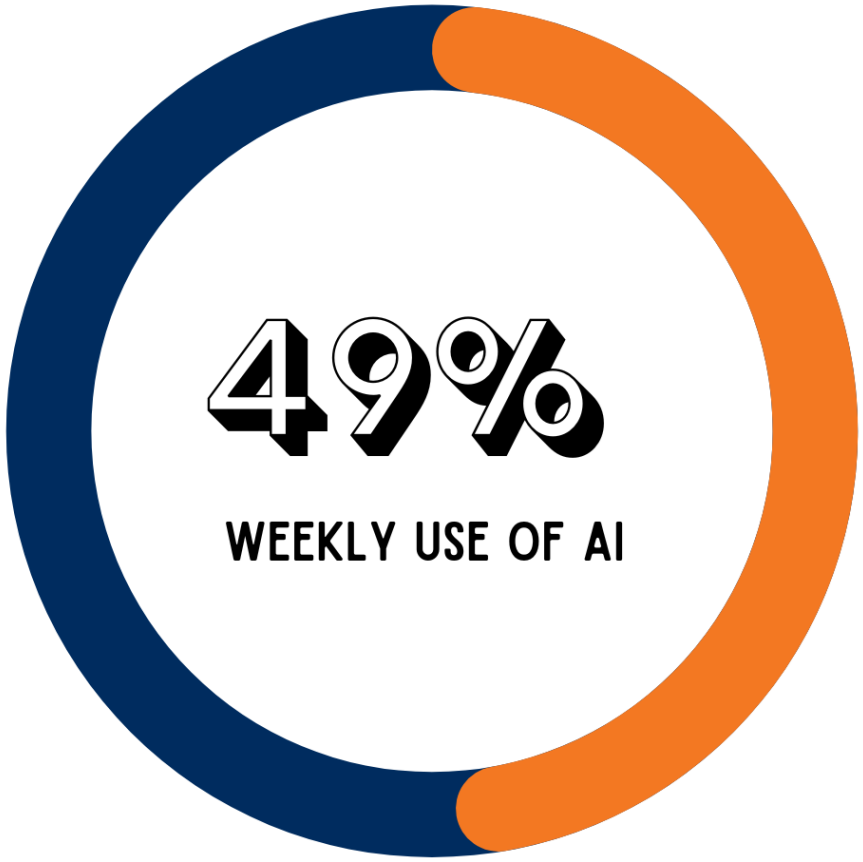


Customer Communications – Big and Small CMA teams: 10:05 am here in Acceleration

Advocacy & Customer Retention: Correlation or Causation?: at 3:00pm in Pit Stop today

How often do you use AI to support your customer outputs?

Daily
Weekly
Monthly
Never



Dedicated session on Day 2!

The Power of Language: Using ChatGPT for Strategic Customer Marketing & Advocacy:
Wednesday 1:10pm in Need for Speed

Customer Led Growth

Design and execute programs that mobilize customers to drive the strategic growth initiatives set by your C-Level Executives

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Step 1: Write down your Accelerate goal over the next two days.

Step 2: Crumble up your paper.

Step 3 : Stand up & get ready to throw at the countdown!

NETFLIX

Throw!!

1. Pick up the paper closest to you.

1. That is your Accelerate goal for the duration of the event.

1. Save it and work towards achieving it!

1. During Day 2 morning recap and closing remarks will call on attendees to share how they Accelerated and crossed the finish line with an idea, a goal, a new process they are going to take back.