

Referral & Advocacy Strategies for Revenue Growth

Get expert insights on referral marketing, customer advocacy, ambassador programs, incentives, and rewards that drive qualified leads, increase conversions, and fuel predictable growth.



Integration of Referral Program with CRM Platforms



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



Implementing a referral program can have a powerful impact on customers' buying decisions. Regarding how to integrate Referral Program with CRM Platforms, the topic has been most discussed.

There have been several endeavors of implementing a blended solution combining CRM software and Referral Program. To add an answer to it, *NextBee* has come up with a strategy where customized Referral Program can be seamlessly integrated with CRM tools about the business requirements.

Let's look at the three prime benefits of referral marketing: Referral leads convert more; Referred customers spend more; Referred customers stay longer. Customer referral has a decisive role in maneuvering the buying decision. Businesses need to take the necessary measures to [boost a Referral Marketing program](#).

Since many companies are using CRM (Customer Relationship Management) platforms in their business ecosystem, a well-organized Referral program is often necessary to embed in the existing system to acquire organic leads and increase sales. Thus, it's paramount for any business to integrate a Referral program and enjoy the lucrative benefits.

CRM Application and Referral Program

- [Insightly](#)
- [Sugar](#)
- [Vtiger](#)
- [Infusionsoft](#)
- [Microsoft Dynamics](#)
- [Agile](#)
- [HubSpot](#)
- [PipeDrive](#)
- [Nimble](#)
- [NutShell](#)
- [Zoho](#)
- [Capsule](#)
- [Base](#)

Build a Successful Referral Program with *NextBee*

NextBee is one of the leading providers of Referral Program Software that can be integrated into many CRM applications. Starting from small-scale CRM application to a large-scale solution, NextBee's custom-made Referral Program can fit into any existing CRM solution pertaining to the business needs.

[Learn More](#)

Successful Referral programs are instrumental in improving your business' customer acquisition efforts in this digital age. The criteria that lead to a referral program bringing a large number of relevant leads are the customer's satisfaction concerning the product or service and the relevance of the referral program itself.

Keeping this in mind, *NextBee* developed a methodology that aims to improve referral programs. The application of this methodology is to ensure that every participant is approached to lead to increased conversion of referrals and leads.

Known as the **PACE Methodology**, it covers the following aspects:

- Personal: Building personal relationships through the active collaboration for increased positivity in responses.
- Adaptive: Adaptive to the needs and expectations of individual customers and target groups.
- Controlled: Strategy and design that incorporates analyzed data to promote effective response.
- Exciting: Ensuring that the customers find your program exciting and exciting, to reduce monotony and improve response.

For a complete referral process re-engineering and a new implementation of a Referral Program with CRM Software, **NextBee** is always there at your service. Feel free to contact us for a detailed discussion and a live DEMO.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

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Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



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