

## Customer

Fortune 500 financial services firm

## Industry

Financial services

## OBJECTIVE

A Fortune 500 financial services firm wanted to increase its customer base among diaspora/immigrant communities. The challenge was two fold:

- Build trust within diaspora communities and spread awareness about the firm's financial products
- Stay in strict compliance with complex security standards in order to guard against gaming and fraud

## SOLUTION

The firm sought a solution that created trust with prospects by encouraging existing customers to spread the word via social channels. The program was structured as follows:

- For each new, referred customer that transacted online, both the advocate and the friend received an Amazon.com gift card
- Customers could share the offer via email, Facebook, Twitter, Google+ and LinkedIn

Because Reve's solution was so effective in helping the firm build goodwill, inspire customer loyalty and spread awareness, the refer-a-friend solution is now a standard part of the brand's customer experience.

## RESULTS

