CoolBot sells high-end cooling systems to the consumer market. Despite having a high NPS and large loyal customer base, CoolBot had struggled to implement a referral program.

"Referral Rock is great. It’s already given us a 10x ROI. It’s so easy to use and requires very minimal effort to run. We just set it and forget it.”
- John Bergher, VP of Sales and Marketing

**The Challenge**

CoolBot sells high-end cooling systems to the consumer market. Despite having a high NPS and large loyal customer base, CoolBot had struggled to implement a referral program.

**CoolBot’s Pain**

- There *weren’t enough resources* to manually manage a referral program in-house.
- Struggled to track and attribute customer purchases and only issue rewards for actual purchases (not every new lead).
- Much of CoolBot’s customer base was *less tech savvy*. Complicated referral processes were unlikely to achieve high adoption rates.

**The Solution**

Referral Rock *automated the entire referral process* from advocate promotion and sharing to referral capture and reward fulfillment. Coolbot was able to create a scalable referral program with no manual work from their team.

- Referral Rock integrated directly with Coolbot’s WooCommerce store to *track new referral purchases* and automatically *distributes PayPal* rewards.
- Using Referral Rock’s one-click access feature, customers *automatically joined* and *shared pre-filled messages* with their unique links with a few button clicks.
The Results:

- Provided a means to **create loyalty and engagement** to a customer base that isn’t subscription based or making repeat purchases.
- Customers that utilize the referral program are high visibility and serve as effective **digital brand ambassadors**.
- CoolBot was able to effectively **identify and target these brand ambassadors** partly through the referral program. In the first year roughly 100 customers joined the program each month, and in the second year 225 customers joined each month, on average.
- When CoolBot launched a more technical product, they used **customer data** from Referral Rock to identify their more tech-savvy customers and **launch** to an appropriate audience.

The Numbers:

- **10x ROI** in the first few months
- Increased website traffic by **over 83,000 impressions**
- **10% of total customers** came through referral program, many others came from supplemental effects of the program
- **10% of customers** registered as members for referral program
- **Saved having to hire .5 full time employees** to run a referral program

Takeaways

- **Automate promotion** of the program by placing it into your existing touch points with your customers, especially email marketing.
- **Utilize the customer success team**. Referral Rock’s customer success team worked extensively with CoolBot to ensure their program with features as needed. Next steps include new programs for different segments and partner channels and utilizing Referral Rock’s email functionality to re-engage existing customers.
- **Use data** from the program to help **identify and target brand ambassadors**. A referral program isn’t simply a widget for new leads, but a comprehensive means of engaging with and getting the most value from your customer base.
Member Experience

Customers receive emails promoting referral program with one-click access buttons

Hey there,

Do you know someone who would love a CoolBot? If so, [join our referral program] and give a friend $20 off a CoolBot and earn $20 via PayPal when they purchase. (We’ve given over $2,000 of rewards and discounts so far!)

[Click here to join the Give $20: Get $20 referral program.]

Cheers,

Referral Journey

Referrals are driven to a landing page where they get a coupon to use upon purchase.

Referrals enter coupon as they purchase and are captured automatically into Referral Rock.

Members access their referral dashboard with tools to make and track referrals.

Customers share their unique link on various platforms with ready made messages.

Their members automatically receive an email with a PayPal reward for their successful referral.