point of reference®

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Point of Reference Presenting with Lexmark at Customer Engagement Summit

Point of Reference®, the only provider of a Native Salesforce app for customer reference management, is a sponsor and presenter at the *2018 Summit on Customer Engagement*.

DENVER, CO (PRWEB) January 25, 2018– Point of Reference, a Salesforce® partner, announced today their 11th consecutive year of sponsorship participation in the *Summit on Customer Engagement*. Point of Reference will share the podium with its customer, Lexmark at the 3-day conference running March 5-7, 2018 at the Sofitel Hotel in Redwood City, California.

The presentation*, Mastering the Art of Master Planning* will detail how Lexmark's Katie Lockett leveraged her experiences on the vendor side, expert planning tools, and best practices to develop a customer advocate program while also establishing executive confidence and support.

 "Attendees will be able to apply these practical tips to professionalize their programs and produce a strategy with measurable results going forward," says David Sroka, President of Point of Reference. "It's essential that customer advocate program managers tame the chaos that often surrounds reference practices. Reference functions can quickly spiral into reactive survival mode. We want to help program managers to be strategic advocate consultants who align their programs with corporate goals."

A founding sponsor of the Summit, Point of Reference marks over a decade of collaboration with the Center for Customer Engagement's annual conference. "The Summit is a unique setting in which customer advocate program managers and others engaged in customer-experience functions can really get into the substance and details of running extraordinary programs," states Sroka.

"Point of Reference's long-standing support of the Summit and work with its founder, Bill Lee, underscores our on-going focus on both technology and practices that improve customer advocate programs," explains Sroka. "Point of Reference is dedicated to transforming the customer reference management function by automating routine, tactical aspects of the customer reference process." Their next generation customer reference management app, ReferenceEdge, streamlines time consuming tasks for the customer reference program manager, sales, marketing and customer success, from finding new customer candidates for the reference program and automating the request process to keeping existing reference data reliable.

About Point of Reference®
Since 2003, Point of Reference has been helping companies leverage customer advocates to fuel business growth and fortify brands. With complete perspective and proven execution, we integrate scalable technology, content and supplemental staffing solutions that organize and optimize authentic customer voices. By combining decades of industry expertise along with business-to-business customer reference management solutions, Point of Reference helps its clients orchestrate coordinated reference activities, inject relevant customer references and related content at the critical time in a sales cycle. For more information, visit http://www.point-of-reference.com