

CHATGPT GENERATED VERSION

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Databricks & ReferenceEdge: A Customer-First Transformation

Databricks is an innovative technology company with a robust marketing team of 180 members. Serving more than 40 unique go-to-market strategies, they needed a way to centralize, streamline, and effectively manage their customer reference program. Their solution? ReferenceEdge from Point of Reference.

Challenge

Before deploying a reference management tool, Databricks used a simple Google Form, which operated on a first-come, first-served basis. As the company stated, "We knew we had to become more strategic, organized, and respectful of customers' time." Without central visibility, they couldn't track customer engagements effectively, leading to potential overuse of references. Additionally, it was difficult to prioritize activities as teams viewed customer marketing from their isolated perspectives.

Transformation with ReferenceEdge

- **Centralized Platform**

"ReferenceEdge enables us to track, monitor, and report on all reference activities... empowering all marketers to be customer marketers." Databricks found that having all marketers on one platform made it easier to manage requests, ensuring no single customer was overburdened.

- **Strategic Activity Prioritization**

With ReferenceEdge, the Databricks team can determine which activities match a customer's advocacy preferences. "If eight marketers are looking to use the same customer, we process that information... and look at which activities match the customer's advocacy preferences."

- **Unified View for Global Teams**

Given Databricks' wide geographical spread, a centralized tool was essential. "It gives us insight into our global customer base and enables us always to be a customer-first organization."

- **Customer Obsessed Mindset**

Post-launch, there was a marked shift in the company culture. "Everyone has a customer-obsessed mindset... respecting the customer's time, interest, and story they want to tell."

Feedback and Partnership Beyond Software

- **Stakeholder & Leadership Feedback**

"All of the feedback we've received has been positive. Our stakeholders and leadership team appreciate tool consolidation and efficiency. With one cohesive reference process, they can quickly gain insight into the reference pipeline. Additionally, we've created executive-level dashboards, providing a clear understanding of our reference database and content."

- **Valuable Aspects of ReferenceEdge**

"The most valuable aspect of ReferenceEdge is the ability to leverage Salesforce fields in reference searches and reports... The reports and dashboards are critical to our success. We've created about 15 different dashboards for various teams to leverage."

- **Integration with Slack**

"Our organization uses Slack heavily, so it's nice to have the integration. For admins, whenever a nomination or request comes in, our direct reference team can start a thread on the request before responding to the requestor."

Conclusion

The Databricks journey with ReferenceEdge underscores the transformative power of a centralized reference management tool. As they eloquently put it, "Now, with a unified view of customer reference activities, we are more unified, strategic, and collaborative." Their increased focus on enablement, efficiency, and scaling is testament to the tool's impact. "Before our reference program, we couldn't achieve that scale. It has been a true team effort."

While tools and technology are pivotal, the essence of this transformation lies in Databricks' commitment to being customer-centric, the adaptability of their teams, and the strong partnership with ReferenceEdge. The concluding sentiment? "It's clear that the entire [ReferenceEdge] team is invested in helping us be successful and partnering with us."