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In many ways, sales felt they were on their own when it came to getting access to customer references, and overall, the reference program was not operating at its full potential.

Lee Rubin

*Director, Global
Reference Programs and Customer
Engagement*

100%

increase in revenue impact YoY



Challenge

Citrix needed to expand the focus of customer marketing to do more to **support growth and customer experience goals**, including building a **customer reference program** and a formal process that would make it easy for sales to get what it needed.



Solution

Citrix built a **sales reference help desk** to provide assistance via a dedicated team and created “The Content Factory,” **a self-service platform** that provides access to reference materials. Citrix is now working to provide a comprehensive supply of **customer advocacy content** suitable for all stages of buying.



Result

- Nearly **700** reference accounts now available for self-service access
- Over **600** assets are now available
- **Doubled** impact on revenue compared to previous year