



projectline

**Get in touch.**

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# Let us manage the moving pieces.

PROGRAM STAFFING ON OR OFFSITE

No resources in-house? Need some additional help with your customer reference marketing program? Got some great ideas, just need help with execution? If you're looking for a full-time or part-time resource, Projectline's experienced consultants are ready to jump in.

## Get more value for your money.

By staffing your reference program with a Projectline consultant, you'll save time and money. Our consultants require little management and no training, and they can seamlessly integrate into any customer reference program. Assignments don't have to be full time, we offer: 10 hours/week, 20 hours/week, or 40 hours/week.

## Improve your relationships.

We know that building and maintaining positive relationships with customers requires a large time commitment. Making sure your program is adequately staffed is key to ensuring a great customer experience, but it can be difficult—if not impossible—to get funding for a full-time position. Let us be the extra resource needed to give customers and your internal stakeholders the attention that they deserve, without adding extra head count.

## Increase internal productivity.

With a unique combination of customer reference program management experience and technology marketing savvy, our consultants are ready to engage from day one. We are intimately familiar with the inter-workings of customer reference programs; possess the required aptitude to build relationships with your sales and marketing teams, partners, and customers; and add extra value by bringing ideas to the table. These collective elements enable us to work much faster than an average temp to effectively drive and deliver results.

## What we can do:

- Reference program planning and design
- Recruiting customers into the program
- Customer-to-customer phone references
- Site visit coordination
- Customer Web conferences
- Customer-to-press conversations
- Customer-to-analyst conversations
- Customer reference program support
- Customer reference desk staffing
- Customer community support
- Social media support
- Customer evidence inventories



Projectline has done an excellent job managing our customer reference program. I always know that all reference requests will be followed-up promptly and professionally. They are a wonderful addition to any customer reference team or program.

– Gloria Santilo, Director of Marketing Communications,  
Cast Iron Systems

