



Changing the Culture to be Customer Driven

Challenge

Mindjet, a productivity app startup, enjoyed a broad following of loyal customers for years, but didn't have a program in place to capitalize on the power of the customer's voice.

Solution

Mindjet's customer advocacy team, created the company's first customer advocacy program and converted over 1,000 of the most influential customers from all over the world into an army of passionate and loyal evangelists, 85% bloggers. The customer advocacy team also started Mindjet's foray on social media and created Facebook, Twitter and YouTube communities to develop new fans. We used publisher sites such as Flickr and YouTube to connect with new users, share relevant tips and promote customer content. The customer advocacy team worked across each department to bring the voice of the customer into all aspects of product development, customer support, sales and marketing including customer-generated content and testimonials in sales tools, corporate blog, website, e-newsletter, email campaigns, case studies, videos, webinars and social networks.

Results

The customer advocacy program began in 2007 when Mindjet had 750K customers. Two years into the program, Mindjet doubled the number of customers to 1.5M.

The Mindjet evangelist program resulted in involving the most influential customers in usability and beta testing to improve product development and prioritize engineering roadmaps. Subsequently, the Mindjet product won three industry awards including, "Product of the Year" in *Intranet's Journal's* document management/collaboration category.

The team reached out to evangelists in advance of product announcements and asked their help to spread the word through their blogs and networks. Key influencers were also recruited as spokespersons for press interviews. During one product announcement, our evangelists helped us achieve almost 500 press hits from global top tier media, over 5,000 blog articles, and 11 product reviews.

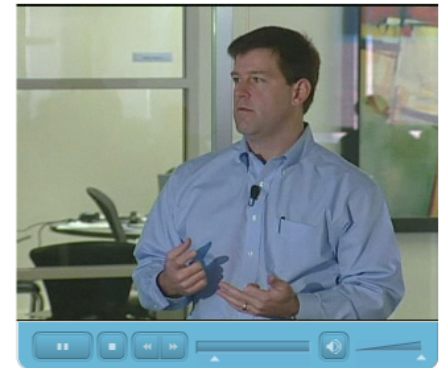
By pro-actively injecting the voice of the customer at every possible opportunity, it changed how the company operated, improved the brand image and created a customer-driven culture.

What customers are saying

"As a result of using Mindjet at every stage of the sales process... we have closed more deals and moved more deals into the current quarter".

Stu Schmidt | Cisco
Vice President at WebEx |

Mindjet Solutions for Sales



Intranet Journal

Product of the Year

