



Influitive AdvocateHub

Review From A Customer



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From IT Central Station, the leading review site for enterprise technology solutions.

Review by a Real User

Verified by IT Central Station



Community Manager at a tech vendor with 10,001+ employees

it_user143856

WHAT IS MOST VALUABLE?

* The management of company advocates is straightforward and intuitive.

WHAT NEEDS IMPROVEMENT?

Means for advocates to interact with each other could still be improved. It is considerably better now than when I started, but I'd like to see more capabilities in this area. I believe Influitive is continuing to work on this.

FOR HOW LONG HAVE I USED THE SOLUTION?

About two years.

WHAT WAS MY EXPERIENCE WITH DEPLOYMENT OF THE SOLUTION?

No issues, I jumped right in with cheerful and patient help from an Influitive coach.

WHAT DO I THINK ABOUT THE STABILITY OF THE SOLUTION?

I've run across a few glitches here and there that were quickly remedied when I reported them. Influitive's support staff are quick to act and experts at finding workarounds when needed.

WHAT DO I THINK ABOUT THE SCALABILITY OF THE SOLUTION?

I haven't stressed AdvocateHub enough to see if scalability issues exist. I have not heard of any complaints in this area, however.

HOW ARE CUSTOMER SERVICE AND TECHNICAL SUPPORT?

Customer Service: Excellent. They model best practices for using their product. Technical Support: Really great. I have asked some fairly complex questions and requested some esoteric enhancements. The support staff is always helpful and has given me the information I've needed. It is rare to get non-useful responses (like I seem to get from many other vendors) and I have never been ignored or treated poorly.



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WHICH SOLUTION DID I USE PREVIOUSLY AND WHY DID I SWITCH?

No. Influitive AdvocateHub was my first foray into advocate marketing.

HOW WAS THE INITIAL SETUP?

Setup required some thought and preparation because there is a lot to decide in terms of the gamification aspects (levels, badges, rewards, etc.) and onboarding new members. I had an excellent Influitive coach to help me through the process. Since I began, several improvements have been made to make this process more straightforward.

WHAT'S MY EXPERIENCE WITH PRICING, SETUP COST, AND LICENSING?

The primary cost for any advocate marketing program is time. Advocates need to be given attention or they won't stick around. AdvocateHub makes the process of managing and providing feedback to advocates quite easy, but it doesn't run itself. Expect to spend a significant amount of time creating opportunities to keep your advocates engaged.

WHAT OTHER ADVICE DO I HAVE?

Advocate Marketing is an exciting new area. It's fun and can be very rewarding. I don't know about other vendors, but I have been extremely happy with Influitive and AdvocateHub.

Learn more: [Read 2 reviews of Influitive AdvocateHub](#)