

# Rackspace Hosting: Fanatical Support and Customer References

At Rackspace Hosting we are known worldwide for our focus on customer satisfaction, trademarked Fanatical Support® as our promise to our customers to go above and beyond what they require to run a successful business. Our reputation quickly spread through word-of-mouth, but relying on this alone would not achieve our growth targets. Decision makers deserved to hear firsthand how tangible our Fanatical Support is. Unfortunately we had only a limited and informal reference program. Our challenge was to leverage the satisfaction of our customers in a way that would inform, educate and influence prospects.

We believed a formal, measurable customer reference program would be an effective solution to achieve our goals. We needed an automated solution that would ensure the best information for the given situation was always available. After researching our options, we selected a Customer Reference Management solution from Boulder Logic. The software gave us the tools we needed to facilitate reference requests, live discussions, and encourage future interactions. It was hosted and integrated with salesforce.com, which we already used for CRM.

The Customer Reference system instantly elevated our informal approach to an automated and effective program. Its single site for managing customer interaction preferences means that we all have the same information at our disposal. One benefit of this is that we now set thresholds to ensure we don't "overuse" certain customers. Additionally, we can track activities that have been completed, which means we can easily recognize customer contributions to our business and quantify the impact of the entire program. In essence, our new Customer Reference program makes sure that we can effectively facilitate personal interaction between customers and prospects so they understand what makes the Rackspace support better than the rest.

**Client:** Rackspace Hosting

**Agency:** Boulder Logic

**Budget:** Undisclosed

**Date of Campaign:** February 2008 - To present

**Case Study URL:**

<http://boulderlogic.com/clients/interviews/rackspace.aspx>