

WHY CUSTOMER ADVOCACY FAILS AND WHAT HIGH-PERFORMING ORGANIZATIONS DO DIFFERENTLY

Most companies have great customers and great results. What they don't have is a clear, connected way to capture, interpret, and use those stories across the organization.

High-performing teams don't work harder—they work together.

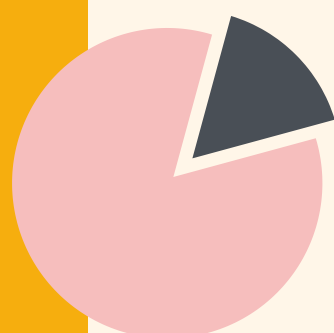
WHY CUSTOMER REFERENCES MATTER



78% of buyers say case studies are among the top three most trusted content formats (LinkedIn B2B Institute, 2025).



45% more qualified leads are generated when companies publish regular customer stories (HubSpot State of Marketing, 2025).



WHY ADVOCACY BREAKS DOWN

- ⊘ Silos & Misaligned Messaging
- ⊘ Customer Feedback Without Interpretation
- ⊘ Transactional, Not Relational, Touchpoints
- ⊘ No Sustainable System
- ⊘ AI Overuse = Generic Content



WHAT HIGH-PERFORMING TEAMS DO

- ★ Align Internally First
- ★ Blend Data + Humanity
- ★ Make Advocacy a Journey, Not a Request
- ★ Implement Sustainable Story Systems
- ★ Create a Culture of Listening



THE CONNECTIVITY DIFFERENCE

Connection sparks trust.
Collaboration strengthens it.
The result? Customers who stay, grow,
and champion your story.

LET'S START THE CONVERSATION.

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