

Customer Engagement Program



Why work with Experian?

As our customer, it's not just your business we value, but our relationship with you. It's what we strive to foster every day. Now that you are part of the Experian family, we hope that you'll continue working with us, but in a different way—as brand advocates.

We love that you're seeing results, and that our products are having a positive impact on your business. The first step is to put you in touch with our Marketing team and Customer Success team so that we can tell your story to a broader audience. Let us help share your data story to show how you are leading the charge in your industry!

We're proud of our superior products and services, and if we've done our job well, we're confident that you'll feel the same.

Opportunities to share your story!



Case studies — Help others in your industry with a similar challenge. By participating in a case study, we will produce a PDF of your data story that will be shared on our website and through other marketing efforts. You of course will have control to edit and review the content before it is published.

Customer reference — Want to help other companies looking to make a similar technology decision? Become a customer reference for Experian and let us connect you with a business with a similar challenge to talk about the results you have seen.

Analyst reference — Chances are you have seen analyst reports like the Gartner Magic Quadrant or the Forrester Wave. Analyst reports like those are generated not only

from vendor input and analyst opinion, but also by surveying customers and users of data quality technology. Take a simple online survey about your relationship with Experian to help drive industry leading reports.

Speaking engagements — Tell your company's data story in your own words through a speaking engagement at an industry event. Not only will your conference pass and travel be covered by Experian, but you can tell you story to a room full of colleagues.

Logo use — We are proud you are our customer so let us shout it from the roof tops! Allow us to use your logo on our website or in customer presentations so we can show off that you are a client.

We understand you have a lot on your plate. We'll shoulder the heavy lifting, and most of your efforts will require no more than a 30-minute conversation or a simple online survey.

[Let's talk](#)