FAQs

What is Advocate Gap Predictor?

Advocate Gap Predictor (AGP) by Point of Reference ensures you have the right customer advocates when and where they're needed. Powered by Salesforce CRM Analytics, AGP offers a proactive, data-driven view of anticipated advocate demand across sales opportunities, allowing you to address gaps before they become urgent. No more last-minute scrambling—AGP helps keep advocate supply balanced to meet anticipated needs and support deals at crucial moments.

What does AGP do?

Running a customer advocacy program is no small task, especially when you're juggling dozens, maybe hundreds, of sales opportunities. Until now, forecasting demand has been more art than science. No more. AGP uses AI to analyze sales opportunities and rank them based on groupings of attributes, such as industry, region, and product criterion.

AGP performs these three core functions:

1) **Predicting Future Needs**: Anticipate upcoming advocacy demands, so you're never caught unprepared.

2) **Assessing Advocate Readiness**: Get insights into your current advocate resources to see where you're covered and where you may need reinforcements.

3) **Filling Gaps**: Identify and recruit advocates to ensure every opportunity has the right support. Normally, this would take hours of manual work and still wouldn't be 100% accurate—especially if you're dealing with a high-volume sales pipeline. But with AGP, the process is quick, efficient, and scalable.

How AGP Works

AGP provides a clear view of your upcoming pipeline by breaking down opportunities into stages and attributes over 30, 60, 90, and 120-day windows. You can interact with the data in real time—just click the Recommendations tab to see which opportunities need advocate support.

Advocate **Gap** Predictor^{SM}

Want more insights? The Members tab reveals AI-identified attribute clusters, showing how demand aligns with your available advocates. If there's a gap, the Candidates tab offers suitable accounts to fill it. Then, generate a list for a targeted Reference Prospector campaign—maximizing efficiency every step of the way.

Setting Up AGP

AGP comes preloaded with essential fields from standard Salesforce objects—like opportunities, accounts, and contacts—and integrates with ReferenceEdge advocate profile fields.

Need customization? AGP can be tailored using recipes to include additional Salesforce data, such as custom objects, or external sources. First, think about your analytical end goals—this will help streamline the process and save valuable time.

Here's how it works:

1) Install the AGP App Template: Add AGP to your Salesforce environment.
2) Customize as Needed: Adjust the recipe to add data or modify data visualization.*
3) Share Access: Provide access to users—program managers, executives, or operations—who can leverage AGP's insights.

* A data expert with CRMA skills must be available to customize the CRMA recipe, with support from Point of Reference.

Advocate Gap Predictor℠

Impact on Salesforce Performance

None, AGP leverages a separate database within CRMA for its analytics, meaning your Salesforce performance won't take a hit. You get fast, reliable data analysis without any lag. And all the data still resides on the Salesforce platform, complying with your CISO's data security requirements.

Licenses Needed

To make AGP work, you'll need the following:

1) Advocate Gap Predictor Template.
2) ReferenceEdge License: AGP leverages ReferenceEdge objects.
3) CRMA License: Essential for customizing the AGP template to fit your specific needs.
4) ReferenceEdge Admin License: If you purchase CRMA licenses from us.

Point of Reference is an authorized reseller of CRMA licenses, and we offer a 5- license bundle (versus the typical 10) at a discounted rate.

If you're already using CRMA, then all you need is numbers 1 and 2 from the list above.

Solution Cost

We believe AGP is more than just a tool—it's an investment in making your customer advocacy program smarter, more efficient, and more strategic. Reach out to us for specific pricing, and let's see how we can tailor AGP to meet your budget and goals.

	Have CRMA license	Need CRMA license
Salesforce CRMA License (5 users @ $150.00/month paid annually)	—	$1,800.00
Advocate Gap Predictor template (one-time fee)	$1,800.00	$1,800.00
Application Configuration	$3,150.00	$3,150.00
ReferenceEdge Administration License (1 user @ $10.00/month paid annually)	—	$120.00
Year 1 Total	$4,900.00	$6,870.00
Years 2+ Total	$0.00	$1,920.00

Have unanswered questions? Contact your account director or sales contact for additional details.