

# Alvaria Customer Advocacy Program

Share your experience. Provide a reference. Earn rewards.

The Alvaria Customer Advocacy Program showcases companies worldwide that have demonstrated leadership and innovation using our solutions. Customers who participate in this program not only earn points redeemable for rewards, but also gain valuable exposure among peers, industry analysts and the media.

## Your Business Story Matters

When your company achieves powerful success and drives innovation with Alvaria solutions, we want to shine a spotlight on your accomplishments. We invite you to join the Alvaria Customer Advocacy Program.

We believe in working closely with our valued customers and partners to build awareness for our strong solutions.

## Engage as you Choose

The advocacy program is flexible and customizable. We'll work with you to align with your company's business and marketing priorities and preferences. You control the type and frequency of your involvement.

As an Alvaria advocate, you may participate in one or more of the following opportunities:

- Peer-to-peer reference calls
- Your logo appearing with the Alvaria logo on selected marketing materials
- Video testimonials
- Case studies/success stories
- Media and industry analyst interviews
- Speaking opportunities at events and webinars
- Supporting quotes
- Press releases

## What are the Benefits?

All activities are designed to amplify your expertise credibility and forward vision in the marketplace. You'll also network with other Alvaria customers, subject matter experts, and industry analysts.

Additionally, your company will earn reward points, redeemable toward services, events and merchandise from Alvaria including:

- Discounts on Alvaria Educational Services, including annual learning subscriptions and private on-site training
- Discounts on Professional Services consulting
- Passes to the annual Alvaria Customer Experience (ACE) Conference
- Branded merchandise in the Alvaria online store

## How Does My Company Join?

Enroll in the program by contacting the Global Customer Advocacy Program Manager at [references@alvaria.com](mailto:references@alvaria.com). Our team will help answer any questions and ensure a smooth process.

**It's a Simple Process:** Alvaria will work around your availability in scheduling interviews, one-on-one phone calls and all other engagements.

**Flexibility:** Choose to participate in the type of activity that fits your business needs.

**Accountability:** Current reward points balance can be viewed privately, by you, in the online Alvaria Community.

**Reviews and Approvals:** In the case of materials for publication, you will have the opportunity to review and approve all content before it is used.

Points are earned in the program according to activities listed in the table below:

Activity	Points
Written Customer Testimonial	200
Phone Call with Alvaria Customer/Prospect (1:1)	300
Analyst Interview/Survey	300
Solution Brief/Customer Proof Point	300
Media Interview/Product Review	400
Logo Use	500
Press Release	500

Activity	Points
Site Visit / Host a User Group	700
Video Testimonial	700
Award Nomination Reference	700
Web Seminar	700
Case Study	1,000
Speaking Engagement	1,000

- Points are awarded only for reference activities that have been approved and registered by the Alvaria Reference Team.
- Points are non-transferable and have no intrinsic cash value.
- All point redemption will be administered by the Alvaria Global Customer Advocacy Program Manager.
- Points redeemed for Alvaria Learning subscriptions are limited to 25% of the subscription annually and/or points redeemed for Alvaria Private On-site custom classes are limited to 50% of the class cost per class.
- Points redeemed for Professional Services consulting are limited to 25% of the total cost of the engagement. Customers may trade 5,000 points for three days of general consulting.
- Points can be redeemed for up to two full price ACE passes per organization per year.
- Points can be redeemed for gift codes useable in the Alvaria online store, at an exchange of five hundred program points to fifty dollars' worth of Alvaria-branded merchandise.
- Points expire two years after the date of accrual, beginning in January 2022. All points earned prior to Jan 1, 2022 will be honored an additional two years.
- Alvaria will obtain your written consent for use or publication of any materials involving personally identifying or legally protected content.

### About Alvaria

Alvaria is the world leader in enterprise-scale customer experience (CX) and workforce engagement management (WEM) solutions. Our name is derived from Latin for "hives" – nature's perfect form for millions of years – bringing you solutions that are scalable, resilient and secure, with efficiency, speed and pinpoint accuracy. ALVARIA™. Reshaping Customer Experience™.