

# Alvaria Customer Advocacy Program

Share your experience. 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 both build awareness and provide peer-to-peer engagement opportunities.

## 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 be invited to participate in one or more of the following opportunities:

- Peer-to-peer reference calls
- In-person Alvaria product team research sessions
- Third party site product reviews
- Video testimonials
- Case studies/success stories
- Media and industry analyst interviews & press releases
- Speaking opportunities at events and webinars

## What are the Benefits?

All activities are designed to amplify your expertise, credibility and future vision in the customer experience and/or employee engagement space. You'll also network with other Alvaria customers, subject matter experts and industry analysts. Additionally, your company will earn reward points, redeemable toward services and merchandise from Alvaria including:

- Discounts on Alvaria Educational Services, including annual learning subscriptions and private custom virtual classes. 1 point = \$1, limited to 25% of the annual subscription amount, points redeemed for Alvaria private custom virtual classes are limited to 50% of the total class cost.
- Professional Services consulting cost credits redeemed in increments of 1,500 - eight hours free consulting, 2,500 - 16 hours free consulting and 5,000 - 40 hours free consulting (subject to the Points Redemption Terms).
- Alvaria online store merchandise vouchers, points exchanged at a rate of 10 points = \$1.

## How Does My Company Join?

Enroll in the program by either letting your account team know you're interested or emailing your contact information and interest directly to [advocacy@alvaria.com](mailto:advocacy@alvaria.com).

**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 comfort level and business needs.

**Accessibility:** Your company's reward points balance can be viewed in the Alvaria Community by selecting Advocacy Program from the Product menu.

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

### Activity Points & Redemption

Points are earned in the program according to activities in the table below. Points redemption for rewards are subject to the terms listed.

Activity	Points
Named case study	2,500
In-person research session	1,500
In-person industry event featured speaker	1,500
Alvaria web seminar featured speaker	1,000
Public quote - e.g., for press release, media interview or other forums - written or video testimonial	1,000
Host reference site visit	1,000
Analyst interview or survey, or industry award nomination reference	500
In person or web event panel participation	500
1:1 phone call with Alvaria customer/prospect	500
Public site product review - e.g., Gartner Peer Review, G2	500

### Points Redemption Terms

- Points are awarded only for advocacy activities that have been approved and registered by the Alvaria Advocacy Program team.
- Points are non-transferable and have no intrinsic cash value.
- All point redemption will be administered by the Alvaria Advocacy Program team.
- Points earned and total company points are visible to all company team members on The Community.
- Points redeemed for Alvaria Learning subscriptions are limited to 25% of the annual subscription amount, points redeemed for Alvaria private custom virtual classes are limited to 50% of the total class cost.
- Points redeemed for Professional Services consulting can be redeemed in increments of 1,500 (eight hours free consulting), 2,500 (16 hours free consulting) and 5,000 (40 hours free consulting).
- Hours must be used within six months of the date the points are redeemed, they can be broken up into multiple consulting sessions
- The number of free consulting hours per year cannot exceed 100 hours
- Available consulting services - general consulting services focused on optimizations, product adoption and future strategy, helping customers fully utilize their available features / functionality. BAC Consulting applies to GUI on standard products, no customizations.
- All consulting will be conducted remotely
- Scheduling subject to resource availability
- Points redeemed for Alvaria online store vouchers will be exchanged at a rate of 10 points = \$1 - e.g., 500 program points = \$50 dollars.
- 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.
- All points awards are subject to country legal and individual company's allowable reward guidelines.

Contact your account team or email [advocacy@alvaria.com](mailto:advocacy@alvaria.com) with any questions.



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