



Cisco Customer Loyalty Program

Learning@Cisco

For more information, please go to our website:

[Cisco Customer Loyalty](#)



Customer Benefits – Cisco Customer Loyalty

Awards Customers with Cisco Learning Credits, based on their purchase of Cisco Products and Services



- ✓ Encouraged to educate employees on Cisco products.
- ✓ Use Cisco Learning Credits for self-study, exam vouchers, and labs.



- ✓ Rewarded for their loyalty to Cisco
- ✓ Redeem Cisco Learning Credits for educational offerings from Learning@Cisco and our Learning Partners for their loyalty to Cisco.



- ✓ Increased the number of Cisco Certified team members.
- ✓ CCL members reported increase optimized use of Cisco products, and reduced frustration.



- ✓ Provided tools and systems to help them get the most out of their Learning Credits.

Increase Customers Loyalty through Education and Rewards.

Redeemable Learning Offerings

Cisco Customer Loyalty



Learning Credits Awards

[Cisco Training Services](#) offerings

Authorized training from a [Cisco Learning Partner](#)

[Cisco certification training](#) and labs

[Vouchers and voucher bundles](#) for certification exam fees

[Cisco Learning Network Store](#) products

[Cisco Live](#) events and Cisco Connect Toronto

[Cisco Lancope](#) training

Awards

Cisco Customer Loyalty

Tier Level	Customer Tier	Annual Cisco Learning Credits Awards	Quarterly Cisco Learning Credits Awards
1	\$1M-10M	160	40
2	<\$10M-50M	300	75
3	<\$50M-100M	1,500	375
4	over \$100M	3,000	750

Methodology:

- 4 Tiers. Set quantity of CLCs given per Tier.
- Determine tier by 3 years' average total purchases.
- Set tier for entire **fiscal** year.
- Awards will be reviewed and updated annually.



Expirations

12 months
+
6 months extension **if**
requested by customer
Team Captain

Enrollment Steps

Cisco Customer Loyalty



Sales

Loyalty Team

Customer

- Account Manager Nominate customer and complete online nomination form
- Customer provide Team Captain(s) to manage account

- Setup new account
- Assign Tier
- Notify Team Captain and Account Manager

- Accepts Terms & Conditions
- Work on Learning Plan
- Redeem Cisco Learning Credits

Contact Cisco Account Manager to nominate your company

Criteria for joining the Loyalty Program

- ❑ Customer must be an end user
- ❑ Nominations must come from the Account Manager
- ❑ Customer needs average at least \$1M in combined products and services purchases (direct to Cisco or from Cisco registered reseller) over the prior 3 years
- ❑ Account needs to have a unique sales node name, where we can validate those bookings
- ❑ A Team Captain from the customer needs to be appointed and accept the Terms and Conditions on behalf of his company

Customer Portal

Cisco Customer Loyalty & Learning Credits Management Tool

The screenshot shows the Cisco Customer Loyalty portal. At the top, it says "Welcome : User Name (ID)" and "Account Name : Company Name". There is a "Click Here to View Nominations" link. Below this is a banner image of three men shaking hands with the text "Welcome to Cisco Customer Loyalty". To the right is a "Related Links" section with "Cisco Learning Network". Below the banner, there are tabs for "Learning Credit Awards" and "Account Details". A "Tier Level : 1" is displayed. A "Program" dropdown is set to "Cisco Customer Loyalty" with a "Go" button. Below this is a "Sort" dropdown set to "Completed Date" and a "Search Transaction" input field. A transaction record is shown with a green checkmark icon: "XXXX Points on purchase of Cisco Learning Credits", "Transaction ID : XXXX", "Transaction Date : 11-Oct-2018", "Points used from Assignment Transaction ID: XXXX", and "Completed on 12-Oct-2018".

The screenshot shows the Learning Credits Management Tool interface. It has a navigation bar with "Home", "Account Information", "Transactions", and "Users". Below the navigation bar are "Search Accounts" and "Reissue Request" links. A message states: "Your combined current account balance shows Active Cisco Learning Credits." Below this is a red note: "NOTE: Cisco Account Managers and Team Players are not allowed to request reissue. Team Captain ONLY." Under "Your Account Information", there is a "Search" button next to an "Account Name" input field. Below this is a table with columns: "Account Name", "Prime Status", "Team Captain", and "Balance of Credits".



Customers check assigned
Tier and awards

Cisco Learning Credits
balance available in Learning
Credits Management Tool



Secure
portals accessible
24/7 on Web



Customers review and
approve transactions against
the account, add additional
users, or request reissue
where applicable.

