



# Cisco Customer Loyalty Delivers Customer Learning

Learning@Cisco



You value training for your IT teams and there is a constant need for staff to update their learning. Now, by joining [Cisco Customer Loyalty](#), you can earn loyalty points redeemable for learning offerings, whenever you purchase products and services. Loyalty points allow you to include learning with every IT deployment. With quarterly rewards, you can now plan and build individual learning maps and company learning plans for your IT teams.

Ongoing learning opportunities increase the optimal use of Cisco products and result in better staff performance. In the 2013 IT Skills and Salary Report by Global Knowledge and Windows IT Pro, 90 percent of employees reported that they gained new knowledge from training that could be used in their current position.

With these valuable results in mind, Cisco Customer Loyalty provides the following learning rewards for use when building [learning maps](#) for individual employees or larger company [learning plans](#):

Rewards	Description
<a href="#">Cisco Certification Exams</a>	Cisco Certifications in specific areas of expertise and at every level: Entry, Associate, Professional, Expert, Architect, and Specialist.
<a href="#">Cisco CCIE Lab Exam</a>	An 8 hour, hands-on exam that requires the configuration and troubleshooting of a series of complex networks to given specifications.
<a href="#">Cisco Learning Credits</a>	An easy way to pay for authorized training redeemable with <a href="#">Cisco Learning Services</a> , <a href="#">Authorized Learning Partner Services</a> , <a href="#">Curriculum Planning Services</a> and for <a href="#">Cisco Live! Events</a> .
<a href="#">Cisco Learning Partner Credits</a>	A specific way to pay for authorized training with a chosen Cisco Learning Partner. These offers are only available on the member Customer Portal.
<a href="#">Cisco Learning Network Store</a>	Valuable certification self-study aids: E-Learning, M-Learning, games, study bundles, practice exams, learning labs, Cisco 360 Learning Programs.

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## Learning Maps for Individuals

Improved productivity, more uptime, faster problem resolution, and increased customer satisfaction are the key benefits of training and certifications for employers. Recently completed Cisco sponsored research (2013) found that employers say Cisco Certifications benefit their business. Almost 8 out of 10 of the managers “agreed strongly” or “agreed somewhat” that Cisco certified employees are more knowledgeable. In addition, more than two-thirds of the managers believed Cisco certified professionals resolved technical issues at least 30% faster, with another 75% agreeing they completed IT projects at least 20% faster, and two-thirds stating that network support costs were reduced at least 20% with Cisco certified professionals.

The right skills, which are validated through certification, ease company deployments and insure Cisco products are used to the fullest extent to get the most out of IT investments. While timely training for a specific product or technology is valuable to meet tactical needs, certification training meets the strategic, sustained performance needs of employers.

To support strategic, sustained performance with certification training, Cisco Customer Loyalty members [redeem](#) points for Cisco Certification exams, labs, and self-learning products from the Cisco Learning Network Store. To build individual learning maps, you follow these steps:

[Identify your path](#) Use the Cisco Certification Job Matrix online tool to identify which certification path is right for you.

[Train and study](#): Use your loyalty points to purchase Cisco Learning Services or Cisco Learning Partner courses by converting loyalty points to Cisco Learning Credits.

Or, if you are interested in self-study aids, you can also redeem loyalty points for [Cisco Learning Network Store](#) products.

[Take the written exam](#): When you are ready to sit for the proctored IT certification and career path exam, identify the exam number and request an exam voucher by redeeming your Cisco Customer Loyalty points.

[Take the lab exam](#): You can also use loyalty points to pay for Cisco Certified Internetwork Experts (CCIE) labs.

[Recertify](#): Use loyalty points to pay for recertification.

## Learning Plans for Companies

Cisco Customer Loyalty rewards also support company-wide learning plans. Depending on the learning initiative and company needs, learning plans identify key training to meet company objectives. IT groups often deploy new technologies, change processes, and staff resulting in a need for a supporting learning plan.

As an example with Cisco Customer Loyalty, you could choose to redeem loyalty points for initial team training with Cisco Technical Education. After building a strong foundation, you could fine-tune training with specific learning offerings from Cisco Learning Partners. Then further strengthen your team's performance with Cisco Certification Labs and Exams. In the 2013 IT Skills and Salary Report by Global Knowledge and Windows IT Pro, more than 80 percent of employees surveyed said training was a positive investment for their company and more than 70% who took certification training reported seeing gains in on the job effectiveness.

To build and support company learning plans, Cisco Customer Loyalty members [redeem](#) loyalty points for valuable rewards. Here is a sample learning plan utilizing Cisco Customer Loyalty rewards. Each learning objective follows the name of the Cisco Customer Loyalty reward in **bold** font.

Figure 1 Learning Plan



Customers are encouraged to work with their Cisco account team to develop their company learning plan. To get started, the Cisco Customer Loyalty team recommends the use of a high-level Discovery Workshop to identify

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needs, goals, and objectives. The Discovery Workshop as a part of the Cisco Customer Loyalty program is beneficial in quickly connecting company training needs with Cisco Customer Loyalty rewards.

## How to Redeem Cisco Loyalty Points

1. Be a part of the program. Let your Cisco account team know of your interest and also enter your contact information via the Cisco Customer Loyalty [website](#).
2. Work with your Cisco account team and Cisco Customer Loyalty Team Captain to redeem your loyalty points for learning offerings through the [Customer Portal](#).
3. Earn valuable loyalty points with every purchase of Cisco products and services. One loyalty point = \$1 USD.
4. Redeem Cisco Customer Loyalty points for valuable Cisco Customer Loyalty Rewards.

## For More Information

For more information or to sign up for a Discovery Workshop, please go to the Cisco Customer Loyalty website at [www.cisco.com/go/customerloyalty](http://www.cisco.com/go/customerloyalty)

Or, for faster service, please open a case online at [Certification & Communities Online Support](#) and choose “Cisco Customer Loyalty” as the queue.



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