



Cisco Customer Loyalty

From Learning
to Performing

Ready your customer
for IT project success



Have you heard of Cisco Customer Loyalty? It can help you grow your customer loyalty and transform your relationship with your customers.

Customer Member Benefits:

- Accrue loyalty points while customers are enrolled
- Redeem loyalty points for customer's learning needs
- Build stronger IT teams and reward team members
- Encourage customer employees to grow their expertise
- Plan learning and set your targets on a quarterly basis
- Try Cisco's new learning technology
- Improve customer satisfaction

Benefits of Learning:

- Solve problems faster and more efficiently
- Improve team skills and project success rates
- Expand knowledge of Cisco products
- Get training that makes products user-friendly

Popular Rewards:

You can convert loyalty points into Cisco Learning Credits for:

- Cisco Live! (global)
- Advanced Services education
- Cisco Learning Partner education
- Curriculum Planning Services
- Cisco Technical Education
- CCIE Expert bundles
- Cisco Collaborative Knowledge

Or...you can use loyalty points directly for:

- Cisco Certification Written and Lab Exams
- Cisco Learning Labs
- Cisco Press Publications
- Cisco Learning Network Store
- Cisco Store

You can nominate your customers to join the program. Once they are approved, they will receive loyalty points redeemable for Cisco learning opportunities.

Start Your Learning Plan Today:

- Identify your customer needs
- Leverage loyalty points to satisfy customer's training needs
- Check our learning resources on www.cisco.com/go/customerloyalty

Once Your Customer is Approved in the Program:

- Check out Cisco Customer Loyalty Tool for updated rewards
- Redeem loyalty points for rewards
- Review the monthly Cisco Customer Loyalty newsletter for the latest rewards

Nominate your customers today on

<http://tools.cisco.com/crtmgr/jsp/registration/registration.jsp>

For more information, please check Cisco Customer Loyalty's internal website:

http://wwwin.cisco.com/CustAdv/ts/learning/operations/customer_loyalty_program/index.shtml