



# Customer Programs

Cisco Customer Loyalty

Business Enablement and Strategy Team

For more information, please go to our website:

[www.cisco.com/go/customerloyalty](http://www.cisco.com/go/customerloyalty)

# Cisco Customer Loyalty (CCL) – Customer Benefits

*Rewards you with loyalty points, based on your purchases of Cisco Products and Services*

## Rewards for your loyalty to Cisco

Redeem points for educational offerings from Learning@Cisco and our Learning Partners

## More education for your employees on Cisco products

Use loyalty points for Learning Credits, self-study, exam vouchers, and labs.

## More Cisco certification opportunities for your team members

85%\* of CCL members reported increased optimized use of Cisco products, and reduced frustration

## Easy to use points scheme

Each loyalty point is equivalent to \$1 USA. Loyalty points can be converted to Learning Credits in bundles.

## Easy to use Customer Portal for tracking and redeeming points

Simple login customer portal



\* Cisco Customer Loyalty member survey 07/2014 - present

# Cisco Customer Loyalty - Redeemable Learning Offerings

Learning Credits (LC) Rewards  
100 loyalty pts. = 1 LC

Loyalty points Rewards  
1 loyalty pt. ~ \$1 USD

Cisco Live! Events

Instructor Led  
Training

Learning Partner  
Training

Cisco Collaborative  
Knowledge

CCIE Lab Builder

Curriculum  
Planning Services

Certification Exam  
Vouchers

CCIE Lab  
Vouchers

Learning Lab  
Vouchers

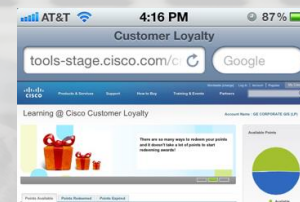
Cisco Press  
Publications

CLN Store  
Self Study Learning

Cisco Store  
(merchandise and  
promotional software)

# CCL Customer Portal

- Secure portal accessible on Web
- Customers check latest balances of reward points thru a designated Team Captain login
- Points Balance Statements, Redemption Transactions can be viewed
- Monthly Notification Emails



Total Points Available : 152,728

Program

Sort

**125 days** **Earned Points - Quarterly**  
Transaction ID :34883 Date :11-Aug-2013 Points Earned :29720 Points Expiry Date :11-Feb-2015

**172 days** **Earned Points - Quarterly**  
Transaction ID :34939 Date :30-Sep-2013 Points Earned :51233 Points Expiry Date :30-Mar-2015

Points Status



Available Points	152,728
Total Earned	203,961
Redeemed	51,233
Expired	0

<b>Cisco Learning Credits</b>  0% (2,500 Points)	<b>Collaborative Knowledge</b>  0% (2,500 Points)	<b>Exams</b>  0% (2,500 Points)	<b>Cisco Expert Level Study</b>  0% (2,500 Points)
<b>Learning Partner</b>  0% (2,500 Points)	<b>Store</b>  0% (2,500 Points)	<b>Other</b>  0% (2,500 Points)	<b>Learning Services</b>  0% (2,500 Points)

Ready to join?

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