



# CUSTOMER SUCCESS PROGRAM

*Showcase your Success and Customer Service Excellence*

At Angel, we value our customers and are dedicated to helping you achieve the full potential of your business. When you selected Angel, you gained much more than just a customer experience solution provider. You chose a partner who will help your business achieve customer service excellence and differentiate your business.

The Angel Customer Success Program provides you with the opportunity to showcase your success using the Angel platform, with a wide variety of key industry influencers, providing you recognition as a leader in your field. Joining is simple and the program is designed to work around your schedule. By participating, you will gain valuable credit towards Angel's services and events while gaining global visibility for your customer service excellence with Angel solutions. Join in and share your success.



- Establish your organization as a thought leader in your industry
- Build industry recognition for you and your company
- Enjoy networking and business development opportunities with other leading Angel customers.
- Gain unprecedented access to Angel staff beyond the sales arena—including technical and executive management levels
- Earn points redeemable for valuable rewards, such as free training.
- Supply input to our Customer Advisory Board to help drive our product direction.

The program works to continually improve customer satisfaction by offering a range of services that seek and act on customer feedback, identify and resolve concerns, and assist customers in getting maximum value from Angel. By sharing your success you also add tremendous value to help drive product direction.

## **VALUABLE. FLEXIBLE. SIMPLE.**

We have designed the program to let you choose your own level of participation. We will work with you to create a plan that gives you the flexibility to control the type and frequency of activities. You specify which activities you wish to take part in and how often you want to be contacted, and we will adhere to those preferences. So, tell your story, talk to our prospects or participate in a speaking event. The choice is yours. And we'll manage the process from start to finish. Each program activity is worth points that accumulate over one year – so you can quickly earn points.

We'll work with you to manage your points and make sure your participation is convenient to you, your schedule and your company's policies.

## **PARTICIPATE AND SHOWCASE YOUR SUCCESS**

The Angel Customer Success Program provides many flexible opportunities for your company to gain visibility and recognition by sharing your successes using the Angel platform. Together, we'll explore avenues for sharing your message in ways that are most advantageous to you and your organization. Sign and return the Agreement to Participate form, confirming your enrollment in the Angel Customer Success Program.

## Select your participation opportunities:

Activity	Points Value
Company List / Logo / Quote	100 points
Customer Quote	200 points
Prospect Reference Call	200 points
Media / Analyst Reference	400 points
Speaking Opportunity	400 points
Video Testimonial	500 points
Beta Tester	500 points
Usability Study	500 points
Press Release	600 points
Prospect On-site Visit	700 points
Magazine Article	700 points
Media Interview	700 points
Application Review	750 points
Case Study	800 points
Webinar	800 points
Request for Proposal	800 points
Strategy Exchange Session	900 points
Product Advisory Council	900 points
Innovation Award	900 points
Executive Dinner	1,000 points

## JOIN THE PROGRAM, AND ENJOY NUMEROUS BENEFITS. IT'S JUST OUR WAY OF SAYING THANK YOU!

In exchange for participating in the Angel Customer Success Program, you will earn points for each reference activity. Points are earned upon completion of a reference activity. When a reference activity is completed, a corresponding number of points will be added to your point balance and can be redeemed at any time. Reference level is based on accrued points.

- **Silver Level:**  
1000+ Points
- **Gold Level:**  
2500+ Points
- **Platinum Level:**  
5,000+ Points

## WE'RE INVESTED IN YOUR SUCCESS

Angel is dedicated to helping you achieve the full potential of your business and get the credit for your success. Count on us to continue to help you get the most value from your investments in our solution and we will do whatever it takes to ensure your success. We'll contact you approximately once every six months to ensure we have your most recent information, including any personnel changes. We'll also ask for your feedback on the program to see if we can do anything better.

## JOIN THE PROGRAM TODAY!

We look forward to partnering with you in the Angel Customer Success Program. Please email us at [success@angel.com](mailto:success@angel.com) to start sharing your success today.