

The background of the slide is a photograph of four business professionals in a meeting. A man in a light blue shirt and dark tie is seated on the left, looking towards the right. Next to him is a woman with blonde hair, also in a light blue shirt, smiling and looking right. In the center is a man with short dark hair, wearing a light blue striped shirt, looking right with a smile. On the far right is a woman with long dark hair, wearing a grey long-sleeved shirt, looking right. They are all seated at a table with papers and a glass of water. The image has a semi-transparent dark overlay.

CUSTOMER REFERENCE PROGRAM

ABOUT THE PROGRAM

As a Knoa customer, you are more than just a customer: you are an advocate for our brand and the value we offer.

The Knoa reference program:

1. Rewards our customers for their continued engagement with us and the product.
2. Recognizes Knoa as an industry thought leader and technology trailblazer.
3. Offers networking opportunities with peers, industry experts and leaders, and Knoa executives.
4. Provides visibility for your company, brand, university, or organization.

The Knoa Customer Reference Program allows you to pick the reference opportunities that best fit your business priorities and preferences.

Some examples include:

- Telephone Call with Current or Prospective Customer
- Media and Industry Analyst Interview
- Case Study/White Paper
- Social Media Post
- Customer Roundtable
- Participate in an Industry Event
- Advertising Campaign
- On-Site Customer Visit



WHAT YOU CAN EXPECT

Joining the Knoa Reference Program is easy.

Here is what you can expect from us:

- 1.** Great rewards for your business such as: Customer Specific and Best Practices Workshops, Training and Enablement Sessions, and Reviews of your current Knoa set up.
- 2.** An easy process: we work around your availability in scheduling interviews and speaking engagements.
- 3.** A dedicated point of contact to answer any questions you have about the program.
- 4.** Flexibility to choose the types of reference activity that is right for you.
- 5.** Review and approve all content before publication.



PROGRAM DETAILS

TERMS AND CONDITIONS:

1. The Knoa reference program is available to all Knoa customers.
2. Fulfillment of credit redemption is the sole responsibility of the participating customer.
3. Credit accruals are good for 18 months after the date of activity.
4. Customers must notify Knoa within 60 days of reference activity for credits to be awarded.
5. Prior to the delivery of any timebound reward (see table above), client and Knoa will define the scope of services to be provided in said session.
6. Credits accrued in the program may not be redeemed for cash or its equivalent and any unused portion will not be returned as cash. In addition, credits may not be redeemed for software license fees or maintenance fees.
7. Knoa reserves the right to adjust or change the credit value of program rewards as well as program offerings as it sees fit.

GET STARTED TODAY.

Contact us to take advantage of the Knoa Customer Reference Program.

reference@knoa.com

