

# Nuance Nspire™

Customer Recognition Program

# Improving customer experiences, and inspiring one another.

## **Be recognized, be rewarded, be inspired.**

The Nspire program is a growing community of Nuance customers who are delivering intuitive customer service solutions and building human-centric brands.

Designed to celebrate your success, Nspire provides an opportunity to engage with fellow industry experts to share ideas and best practices, across disciplines and geographies.

Nspire also provides a unique venue for companies to build their brand and highlight their dedication to customer service innovation—through thought leadership, public speaking engagements, media quotes and promotional opportunities. To say thank you for your insights and active participation, you and your team will earn points that can be used towards unique networking and learning experiences.

## Participate

### Every great experience starts with a conversation.

The best way to participate in the Nspire program is to share what you've learned. Contact your Nuance account manager to enroll and, together, we'll find the best opportunities to share your story.

Speak at or attend relevant industry events to promote your solutions through Nuance PR channels, locally and worldwide. Join a meeting with a new Nuance customer. Help us build a case study about how your company created more natural, seamless customer experiences. Or simply build positive brand recognition by allowing us to reference your company's name and logo as we tell the Nuance story.

#### Earning points

Nuance recognizes and rewards Nspire members for their active participation, and for allowing us to use their company's name and logo as part of our reference program. Points are awarded based upon your specific activities and level of engagement.

- **Reference call**  
Join a reference call with Nuance customers or prospects.
- **Call center visit**  
Host a site visit for Nuance customers or prospects to share solutions and tour your company's call center.
- **Reference tools**  
Share your Nuance solutions, business results, and endorsement in a brief summary or recorded testimonial.
- **Public mentions**  
Allow Nuance to publicly identify your company as customer by name and with your logo.
- **Quotes**  
Provide quotes for written press releases or Nuance solution materials.
- **Interviews**  
Participate in media or analyst interviews.
- **Be a presenter**  
Deliver a presentation about your Nuance solution implementation at a Nuance-sponsored or third-party event.
- **Case study**  
Help develop an in-depth case study to share publicly on Nuance or third-party web sites.
- **Testimonials**  
Work with Nuance to develop an audio or video case study for public sharing.

## Experience & learn

### New opportunities to see, learn and do more.

Every time you participate in the Nspire community, you earn Nspire points, which can be redeemed for travel to networking events, learning opportunities for you and your team, valuable business consulting services and more.

#### Redeeming points

Please contact your Nuance account manager or marketing manager to determine point values for specific activities and redemption opportunities. Or email us today at [nspire@nuance.com](mailto:nspire@nuance.com). You can use your Nspire points for things like:

- **Nuance sponsored event**  
Let us arrange travel and accommodation while you attend

a Nuance-sponsored educational and networking event.

- **Business Consulting services**  
Get premier access to in-depth working sessions with our Business Consulting team to identify how Nuance can help your business.
- **Nuance University**  
Provide employees with access to online training through Nuance University.
- **Productivity solutions**  
Experience Nuance's business productivity solutions for the desktop and mobile.
- **Give back**  
Let us donate on your behalf to select charities, all top rated by CharityWatch.

## Nspire Community

### **Making it easy for members to engage.**

The Nspire Community is a secure, members-only web site created to help Nspire members engage with one another. You can reach out to set up meetings, ask questions about customer service implementations, or make business requests.

### **Join the growing community of Nspire members:**

- Barclays
- E-Plus
- Fastweb
- IBM Italia
- ING Romania
- Lloyds
- Magyar Telekom
- Mediolanum
- Numericable
- Nuon, part of Vatenfall
- TalkTalk
- Tatra banka
- Telefonica España
- Telekom Deutschland
- Turkcell Global Bilgi
- UPC
- Vodafone Germany

## Enroll today

### **Ready to become part of the Nspire program?**

If you're ready to enroll—or just want to find out more about engaging, redeeming points or becoming part of the Nspire Community—contact your Nuance account manager or marketing manager today. Or email an Nspire coordinator at [nspire@nuance.com](mailto:nspire@nuance.com).

**The Nspire Customer Recognition program — to enroll, simply visit [www.nuance.com/go/nspire](http://www.nuance.com/go/nspire).**

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“Nspire gave us a great opportunity to present our latest customer service platform to the industry – we loved the exposure and the chance to share what we’ve learned.”

Andrei Calin,  
ING Romania

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## Questions & answers

### What is Nspire?

The Nspire Customer Recognition Program is a rewarding way for you to share, promote and be recognized for your innovative customer service solutions.

### How does it work?

By enrolling in the program, your company earns points for sharing information about your Nuance solutions. These points can be redeemed for learning, training and networking opportunities with Nuance and other Nspire members.

### How do I enroll?

To enroll, simply visit [www.nuance.com/go/nspire](http://www.nuance.com/go/nspire) and complete the enrollment form. You will need to provide your company's name, your contact information, and agree to the program's **Terms and Conditions**. When you enroll, you'll automatically receive points by agreeing to let Nuance share that your company is a Nuance customer.

### How can I participate?

An Nspire coordinator will contact you to discuss your opportunities to earn program points. Together we'll build a plan to help promote your brand in a way that's convenient—and rewarding—for you and your team.

## Earning points

### How do I earn and accrue points?

Nspire coordinators will award points as sharing activities are completed. With each new activity, more points will accrue. We'll provide regular updates letting you know how many total points your company has available to redeem. For more information, please see the **Terms and Conditions**.

To submit a request for points, please email us at [nspire@nuance.com](mailto:nspire@nuance.com)

### What type of activities can I take part in to earn points?

Members earn points for completing various activities, outlined below. These activities need to be coordinated by Nuance and officially reported to the Nspire program to be eligible.

Activity	Points
<b>Participate in 30-minute reference call with Nuance customers/prospects.</b>	175 points
<b>Host Nuance customers/prospects for a site visit to share Nuance solutions and tour your call center.</b>	350 points
<b>Share your Nuance solutions, business results, and your endorsement of Nuance through prepared reference tools, distributed only directly to other companies.</b>	350 points

Distribution methods may include (but are not limited to) e-mail, live meetings, or on a password protected web site. Reference tools include a brief summary (~200 words), a single slide with supporting speaker notes, and a recorded testimonial.

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The Nspire program is a rewarding way for you to share, promote and be recognized for your innovative customer service solutions.

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Activity	Points
<p><b>Allow Nuance to publicly identify your company as customer by name and display of logo.</b> Public mentions may be in (but are not limited to) shareholder materials, analyst and media interviews, Nuance presentations at conferences and seminars, Nuance web sites, and marketing and sales collateral.</p>	350 points
<p><b>Provide a quote for written press or Nuance solution materials.</b></p>	350 points per article
<p><b>Participate in media or analyst interviews.</b></p>	450 points per interview
<p><b>Allow Nuance to publicly identify company as customer by name and display of logo. Also, publicly share the company's solution and business results in prepared reference tools.</b> These tools may include a press release, testimonial quote, brief summary (~200 words), and slides with supporting speaker notes. Public distribution of solution/results information may be through (but not limited to) shareholder materials, analyst and media interviews, Nuance presentations at conferences and seminars, Nuance web sites, and marketing and sales collateral.</p>	800 points
<p><b>Submit application to speak at third-party event/conference about Nuance solutions and deliver presentation if selected.</b></p>	800 points per event
<p><b>Deliver a presentation at a Nuance event.</b></p>	800 points per event
<p><b>Work with Nuance to develop in-depth case study to share publicly, including posting on Nuance web site or on third-party web sites for promotional campaigns.</b> Case study will be written with optional embedded media.</p>	
<p><b>Record a testimonial (audio/video) for public sharing including posting on Nuance web site, posting on third-party web sites for promotional campaigns, or linking to in promotional materials.</b></p>	800 points per event
<p><b>Work with Nuance to develop a video case study for public sharing, such as (but not limited to) on Nuance's web sites, third-party web sites, and linked to in promotional materials.</b></p>	1000 points

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Every time you participate in the Nspire Community, you earn points that can be redeemed for rewards and benefits.

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## Redeeming points

### What can I get with my Nspire points?

Members can redeem their Nspire points for the rewards outlined below, or work with Nuance to develop rewards for your company's participation. The number of points required for each of these benefits will be determined at the time of the request, based on the current actual value of the specific request. One point will equal one unit of local currency (America Dollar, Canadian Dollar, Euro, or Australian Dollar). The estimated number of points for each of these rewards is listed below as guidelines, but an Nspire coordinator will confirm the exact number of points required for your specific requests.

## Reward

### Attend a Nuance event.

In exchange for sharing your success story, let Nuance arrange your travel and accommodation to attend educational and networking events sponsored by Nuance, such as regional seminars or our Customer Experience Summit.

### Get Nuance Business Consulting services.

Get premier access to in-depth working sessions with our Business Consulting team to identify how Nuance can help your business.

### Enroll employees in Nuance University training.

Use your points to get your employees up to speed with the latest Nuance applications through convenient online and on-demand training.

### Incent and reward your employee project teams.

Offer awards to incent and congratulate your employees for their successful customer service projects, including plaques or team outings and events.

### Make a charitable contribution.

Let Nuance donate to select charities, all top-rated by CharityWatch, including Save the Children ([www.savethechildren.org](http://www.savethechildren.org)) and Habitat for Humanity International ([www.habitat.org](http://www.habitat.org)).

### How can I find out how many total points I have available?

We will regularly notify you of how many points your company has accrued. If you need an update at any time, please email [nspire@nuance.com](mailto:nspire@nuance.com) and we'll let you know.

### How do I convert my points to benefits?

When you're ready to convert your points, simply email [nspire@nuance.com](mailto:nspire@nuance.com) to let us know what benefit you've selected, and we'll work with you to fulfill your request.

### Do the points expire?

Yes, points expire. But we want you to use them, and we provide a window of one to two years to redeem your points. For any activity, the points expire on December 31st of the first full year after that activity is completed.

– For example, for activities completed on March 20, 2015, the points would expire on December 31, 2016.

### Will you warn me if my points are about to expire?

Yes, we will remind you when you are approaching the date when points will expire. At the end of each year, points acquired in the previous year will expire. For example, on December 31, 2015, all points earned in 2014 will expire. We'll remind you in advance so you have an opportunity to redeem your points.

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Members can redeem Nspire points to attend events or reward their team. Or you can work with Nuance to develop custom rewards for your participation.

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**Can someone else in my company use my points?**

Yes, all points belong to the participating company, not an individual person. Any activities completed by an individual accrue to the company and can be redeemed by any company employee. Your Nspire coordinator will confirm an employee's eligibility to redeem points, and we will work with you to make any necessary arrangements.

**Can I still use my points if I leave my company?**

No, you may not redeem points if you leave the company.

**How should my company account for receipt of these rewards?**

These rewards are being provided to your company in exchange for your company's services of sharing information about your customer service solutions. It is at your company's discretion to determine how to account for this exchange of benefits

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**About Nuance Communications, Inc.**

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit [nuance.com](http://nuance.com).

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