

# NICESHINE

Customer Advocacy Program



# Share your **success.**

# Earn **rewards.**

Meet with other power users, earn rewards to master CX, and snag exclusive swag.



## **Connect**

Get connected with potential and current users. Share your breakthroughs and explore how others are innovating.

Our team can help you talk to specific peers in the network.



## **Improve**

Level up your CX. Unlock more training credits and certification courses.

Gain extra Interaction Passes to elevate your team.



## **Accelerate**

You'll be the first to take the spotlight on stage and lead in our next big video.

Fast track your career by becoming a thought leader.



## **Exclusive rewards**

Earn rewards every time you talk to a peer. Enjoy exclusive swag from brands you love like Lululemon and Hermès.

# Welcome

## **NICE knows that our customers' success is our most powerful story.**

I am delighted to welcome you to NICE Shine, a customer advocacy program that stands out as one of the world's best. Your decision to join us marks the beginning of an exciting journey, and we are thrilled to have you on board.

As a member of NICE Shine, you are now part of a powerful network of peers from diverse backgrounds, all of whom are united by their use of NICE solutions. This network is more than just a community; it's a melting pot of ideas, experiences, and insights that can help shape the future of technology.

One of the most significant benefits of being part of this program is the opportunity to connect and share experiences with other members. These interactions are not just about sharing; they're about learning and growing together. Every conversation you have, every insight you share, contributes to the collective wisdom of our community.

Moreover, as a member of NICE Shine, you will have the unique opportunity to meet with prospective customers. This is your chance to share your experience using NICE solutions, providing them with real-world insights that can help them make informed decisions. Your voice, your experience, can make a difference in someone else's technology journey.

But the benefits of NICE Shine don't stop there. The program also offers a unique feature - the ability to find and connect with peers you would like to learn from. This peer-to-peer learning opportunity is a powerful tool that can help you grow professionally and personally. It's a chance to learn from the best, to gain insights that can help you navigate your own technology journey.

As you engage more with the community, you will unlock access to the Shine Rewards Store. The more peers you meet, the more rewards you can earn. These rewards aren't just tokens of appreciation; they're opportunities for growth and learning. From exclusive NICE swag to advanced training opportunities and access to industry conferences, the re-

wards you earn can open doors to new experiences and opportunities.

We are excited to see the contributions you will make to the NICE Shine community. Your insights, your experiences, and your voice will add to the richness of our community.

Once again, welcome aboard! We can't wait to see what you will achieve as a member of NICE Shine.

### **Kara Bankhead**

Director, Customer Advocacy





**We aim to make sharing your  
NICE experiences with peers  
easy and rewarding.**

# What makes a great advocate?

**Shine advocates are eager to engage with peers and aim to exemplify CX excellence.**

Advocates should have completed their implementation of NICE solutions.

The Shine program primarily involves two roles: decision makers and program managers. Decision makers discuss the business outcomes of using NICE solutions, while program managers handle daily solution usage and technical queries.

Members should enjoy speaking to peers about their experience using NICE solutions.



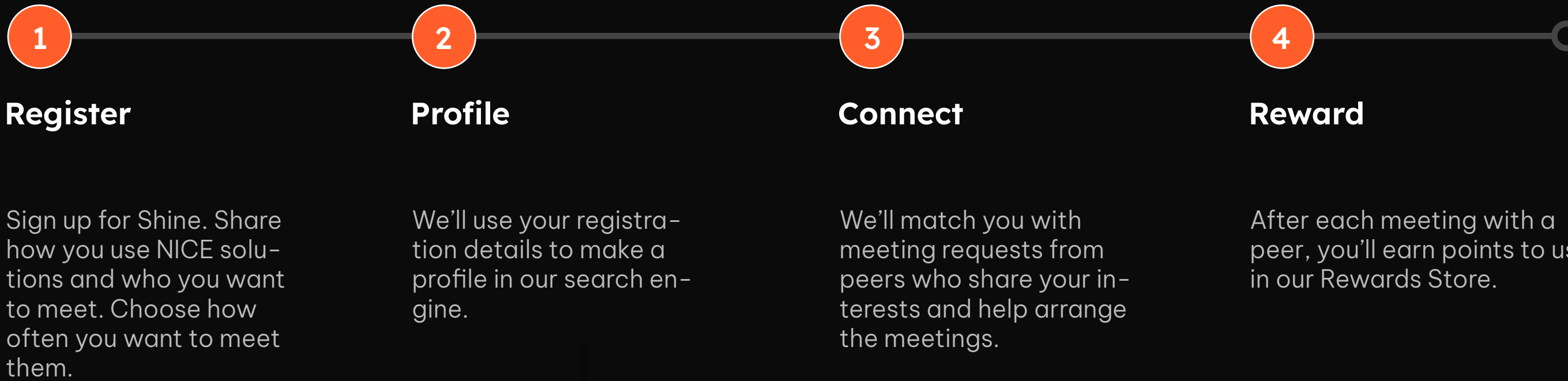
# What do advocates do?

Shine lets advocates connect privately with peers and potential customers, boosting their personal brand and leadership.

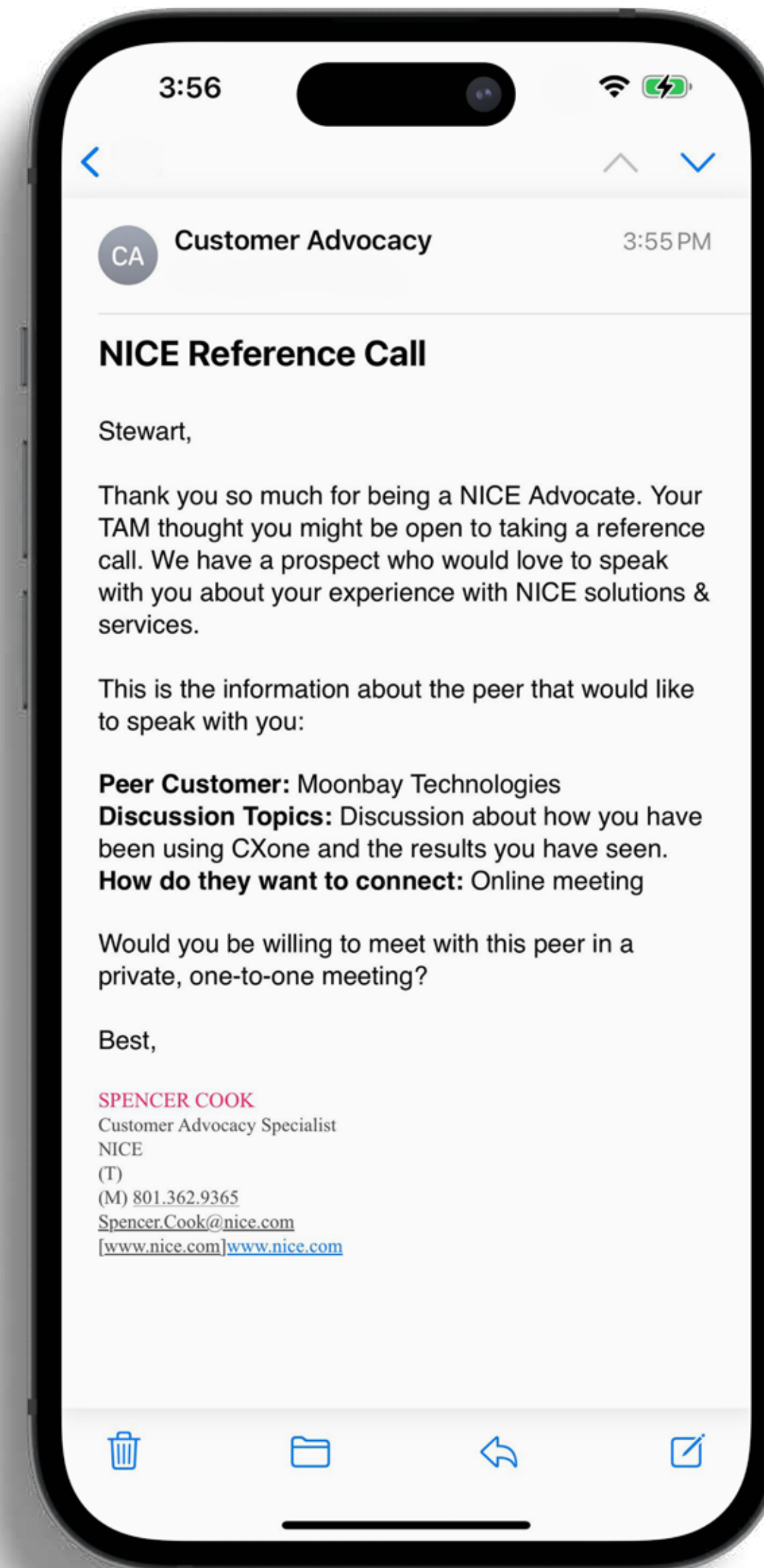
NICE prioritizes private meetings on Shine, keeping interactions personal and genuine. NICE employees usually don't join these meetings, ensuring advocates get the spotlight.

But Shine isn't just about private chats. Advocates can also share their voice through videos, speaking events, blogs, and more. They call the shots, deciding which public activities to join.

## Reference request experience



# Example Reference Request



# Rewards Store





# Swag items



hermès notepad



lululemon duffle bag



ANKER  
anker camp lamp



desktop charging mat



NuPhy®  
mechanical keyboard

Join today  
[nice.com/clubs](https://nice.com/clubs)

