



Frequently Asked Questions

Q: What is the Customer Reference Program?

A: The Customer Reference Program is:

- Customer networking
- Joint marketing efforts
- The sharing of experiences, ideas, and best practices
- Interaction with sales and services to improve the customer experience
- Customer Champions willing to share their RedPrairie experiences with prospects, other RedPrairie customers and various media venues in order to help promote new business for RedPrairie
- Involved with RedPrairie's User Conference, RedShift, Local User Groups, On-line Forums, and many other customer-facing events
- Executive level access

Q: What is a Customer Champion?

A: Customer Champions are RedPrairie customers who take time out of their busy schedules to provide references to other customers and new prospects for RedPrairie, which helps RedPrairie win more business.

Customer Champions host reference visits or reference calls with prospects and other customers, as well as participate in marketing activities such as webinars, case studies, press releases and presentations.

Q: How do I become a Customer Champion?

A: Becoming a Customer Champion is easy! Simply visit RedPrairie's Customer Reference Program [sign-up page](#) (located under How We Work > Customer Reference Program > "Join Today!"), complete the form, and submit. You will receive an email confirmation of your registration. You may choose to tell us your story (a few sentences describing your success with RedPrairie) at the time of sign-up as well.

Q: If I join the Customer Reference Program, what do I have to do?

A: Customer Champions may be asked to participate in a number of different reference activities. Participation is always at the election of the reference, and RedPrairie will work to accommodate the reference's schedule. You may indicate which activities you are willing to participate in on the sign-up page as well.

Q: Can I choose what types of endorsement to participate in?

A: Absolutely! Customers may choose to participate in any of these activities:

- Hosting reference calls or visits
- Participating in Marketing activities:
 - > Webinars
 - > Media Interviews
 - > Case studies
 - > Press releases
 - > Presentations (RedShift)

Q: How much of a time commitment is involved in being a Customer Champion for RedPrairie?

A: As little or as much time as you are willing to offer. RedPrairie understands that your time is valuable, which is why you get to choose what type of reference activities you will participate in (some activities take more time than others). Customer reference activities are arranged to equally accommodate the schedules of the referring customer as well as the inquiring customer or prospect.

Q: What are the benefits of acting as a reference for RedPrairie?

A: Benefits include:

- A larger user community of RedPrairie Customers to share ideas and best practices
- New funding that expands current product functionality for your company's market space
- Validation of your company's decision to invest in a best of breed vendor
- Reference Rewards points, redeemable for rewards like passes to RedPrairie's annual User Conference, RedShift, training credits, rebates for service hours, and more!

Q: I think I have a great story to tell. How can I share this?

A: There are a number of ways to showcase your unique success with RedPrairie. You can share your story quickly and simply by filling out the ["Tell us your story"](#) form (located under How We Work > Customer Reference Program > "Join Today!"). Or, if you prefer, you can contact the Customer Reference Program Manager, Diane Hackbarth, in order to arrange another method of telling your story, such as an interview. Your story could be used in case studies, press releases, presentations, or on the RedPrairie web site, to name a few. You get to choose. Plus, by sharing your story you can earn points toward great rewards like a free pass to RedPrairie's user conference, RedShift, training credits, and more!

Q: What is a customer success story made of?

A: A customer success story can be as simple as a statement of how great RedPrairie has been to work with or how quickly an implementation was able to go live, or it can be a complex tale of how your bottom line has improved by some percentage after your switch to RedPrairie's solutions. For examples of some impressive customer success stories, visit the [Case Studies](#) section of our Resource Library (located on the right hand side bar of the main page).

Q: How do I get more information?

A: Information on the Customer Reference Program is available online at www.redprairie.com/customer_reference.aspx, and general questions can be directed to References@RedPrairie.com. Detailed information can be obtained by contacting the Reference Program Manager Diane Hackbarth by phone (262-317-2480) or by email (Diane.Hackbarth@RedPrairie.com).