

Prouder. Louder. Stronger.

Come together and help launch a new era for Cox.



Front

Powered by Amplifi, the Contour rewards program for employees will feature impressive prize giveaways and a chance to increase their Amplifi point bank. All employees will be able to log in to their account and register to win.

Promotion Materials



628x628 Amplifi Banner



308x148 Amplifi Banner



Promotion Email

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Prizes Awarded 3X a year: Aug, October & December

Each cycle, one grand prize winner will receive a new entertainment system for their home, including a new TV, surround sound system and Contour system.



Second prize, 100 employees will win 350 bonus Amplifi points worth \$100, which will automatically be added to their Amplifi account.



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Refer to COX

Employee Referral Program

EMPLOYEE CONTEST DETAILS

The PLS contest is open to all full and part-time CCI employees (~18,203). Whether an employee is a part of a sales or customer care channel, choosing the New Contour for their own use or eligible to participate in the Refer-to-Cox Employee Program, all regional and center employees are eligible to win!

Three Contest Periods



1 winner each contest period 100 winners each contest period
Winners will be randomly drawn each contest cycle.

- Contest 1: Performance Period: May 19th – July 31st
 - Winners announced: Aug. 12th
- Contest 2: Performance Period: Aug. 1st – Sept. 30th
 - Winners announced: Oct. 11th
- Contest 3: Performance Period: Oct 1st – Dec. 2nd
 - Winners announced: Dec. 9th

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Multiple Ways to Earn Entries

During each contest period employees will earn automatic drawing entries for **video and Contour sales** and referrals - in the following ways:

- Any employee** purchasing New Contour for self will earn 1 entry.
- Residential Sales employees** will earn 1 entry for every 5 installed video sales.
- Residential Customer Care employees** (Service-to-Sales) will receive 1 entry for every 2 installed video sales.
- All other employees eligible for the NEW Refer-to-Cox Employee Referral program** will receive 1 entry per valid lead submission and 1 entry for every installed video sale resulting from their referrals. In addition, these employees will receive 7 Amplifi points per valid referral submitted. *See www.refertocox.com/prouderlouderstronger for more details.

PARTICIPATION IS EASY!

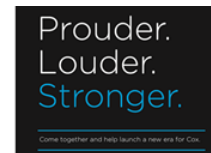
Contest Eligibility Summary



DEPARTMENT	ACTIVITY	AWARD	PROCESS
All employees	NEW Contour installation	1 drawing entry	Existing employee process – automatic entry.
Residential sales employees	Installed video sale	In addition to existing sales compensation, sales employee will receive 1 drawing entry for every 5 installed video sales.	Existing workflow - ICOMs
Residential Customer Care employees	Service-to-Sales Program/INAV	In addition to existing compensation plan, Care employees will receive 1 drawing entry for every 2 installed video sales.	Existing workflow – Service-to-Sales Program/INAV
Cox Field Technicians	Referral submissions and installed sales resulting from referrals. ↓	In addition to points earned* for sales resulting from referrals submitted via the Refer-to-Cox** program, employee will receive 1 drawing entry for every valid referral submitted and 1 drawing entry per installed sale. Participants will also receive 7 Amplifi points for each valid referral submitted.	Referral via refertocox.com, CX Connect application or by calling the National Affiliate Channel at 877- 668-1746**
All other CCI regional and center employees		↓	Referral via refertocox.com or by calling the National Affiliate Channel at 877- 668-1746**

* Referral awards for video/Contour: During contest: 45 points if basic is sold; an additional 18 points if upgraded to Contour/digital.

** Referral must be the first referral for the account, submitted through the Refer-to-Cox program to qualify. These referrals are handled by the National Affiliate Channel



ADDITIONAL CONTEST DETAILS

- **CUSTOMER REFERRAL PROMOTION** – in addition to the exciting video and Contour offers available to customers, any customer installed as a result of a referral through the National Affiliate Channel will receive a \$25 bill credit.
- **NATIONAL REFERRAL TEAM SUPPORT** – assistance with contest creation and launch of referral promotion, execution through the LeadPro referral tracking platform, IB and OB referral/sales follow up through the National Affiliate (referral) channel open 7 days/week, administration of contest and contest awards.
- **OFFICIAL RULES & FAQs**- will be featured on www.refertocox.com/prouderlouderstronger beginning 5/17.
- **INQUIRIES** - about any aspect of the contest can be submitted at coxreferrals@cox.com
- **PROMOTIONAL CONTEST COLLATERAL**– in addition to the Contour materials scheduled to be provided, “virtual” promotional kits including PDFs of contest materials, contest flyers, posters, etc. will be made available. Wallet cards featuring the \$25 referral offer will be available to order.
- **FULL INTEGRATION WITH REFER-TO-COX EMPLOYEE PROGRAM/ANNOUNCEMENTS AND PRESENTATIONS** (May) – all regions with an emphasis on Cox Field Technicians.
- **MARKETING COLLABORATION** – referral website and collateral.