

# KDS Reference Programme

Get more from your relationship with KDS

To help customers get more from their relationship with KDS and more value from their investment, KDS offers the Customer Reference Programme.

## Fill KDS Statement of Intent



### Spreading best practice

It is designed to help customers help other customers and potential customers apply best practice in travel and expense management by sharing their knowledge and understanding of KDS and the KDS solution set.

### Earn the Rewards

It's simple and straightforward to get involved and you can earn valuable information and benchmark on your program from your involvement and your commitment to the programme.

### Why participate?

Customers have many reasons to participate in the KDS customer reference program. They may be interested in strengthening their marketing and branding activities—or desire greater thought leadership within the travel & expense community.

**Thought leadership:** The program enables customers to promote travel & expense technologies actively and increase their participation in the travel & expense community.

**Marketing:** Participating in the KDS customer reference program ensures increased market exposure. When appropriate, we also provide reference partners with leads from lead generation events in which they participate.

**Information exchange:** Customers have the opportunity to share their travel & expense implementations and technical successes with other companies, many of whom are eager to learn about travel & expense integration. Reference partners may also be put in touch with customers from whom they can learn more and may directly dialog with KDS product management.

**Joining the KDS ecosystem:** The KDS ecosystem consists of a large network of KDS partners and customers, working together in symbiotic relationships. The reference program enables customers to strengthen their relationships within this ecosystem and further leverage KDS and KDS partners.

For example:

- Hold a customer reference call
- Host a customer reference visit
- Publish a KDS case study
- Present at a KDS Customer Event or Webinar
- Appear in a KDS customer video
- Take part in an industry speaking engagement
- Be nominated for an industry Award
- Customer name listing and quote on [kds.com](http://kds.com)

For those able to make this commitment, we offer an additional incentive:

**Platinum membership** – commit to earning 2000 points in the first 12 months – we'll give you 400 points when you join.

**Gold membership** – commit to generating 1700 points in the first 12 months – we'll give you 250 points when you join.

**Silver membership** – commit to generating 1200 points in the first 12 months – we'll give you 100 points when you join.

## WHAT DOES IT INVOLVE ?

KDS will work with you and your organisation to develop the right story for you:

- KDS will fit in with your availability when scheduling interviews and speaking engagements.
- A customer reference manager will work with you through every step of the process and provides a single point of contact for your organisation.
- Professional writers will work with you and your team to develop professional, high quality reference material.
- Reviews and approvals – You will see the finished content for review and approval before publishing.

## JOINING IS EASY

To join the KDS Customer reference programme, **fill KDS Statement of Intent**, your account manager, or email [info@kds.com](mailto:info@kds.com).