



## New Customer Referral Programme – July 2015

The goal of the Evolve New Customer Referral Programme is to show our appreciation for the referral of new customers. Where a referral leads to a new contract we will reward both the referring company and the new customer. That way everyone benefits.

We work hard to provide a great service and hope that our customers, suppliers and colleagues will be happy to recommend us to their network of contacts.

It is important; first and foremost, that you are happy to refer us, and that relies on you trusting our service and us. The easiest way is to experience it for yourself. So if you are an existing customer you will already have an opinion and if you are looking to refer us then it is probably a positive one. For those that haven't yet experienced our services this guide will give you a taster of what we do.

If you would like a deeper insight into what we do then we would be very happy to meet with you to run through everything. The ultimate demonstration if you are not an existing customer would be for us to carry out an IT Review of your company's system.

Whilst we are very keen to get new business, we will be considerate to your relationship with your business contact. We will, at all times, be professional in our approach, mindful of the contact's time and only move to close business where there is clear mutual value. This is, after all, the beginning of a potentially long business relationship and compromising that from the beginning is in no-one's interests.

### Reasons for Choosing Evolve

Evolve Computers is an established business. We have been supporting small businesses since 2002.

We are reputable. Our ethos is based on honesty, fairness and hard work. We follow the BCS Code of Conduct. We pay on time.

If you work with us you will find us friendly, professional and reliable.

Our primary mission is to help our customers' businesses grow through the appropriate use of technology. We will:

- save you time and money by reducing disruption to your business
- protect your systems and data by improving cyber security
- advise you so that you can do more

#### 1. Reducing Business Disruption

Disruption from technology costs your business money through wasted time. When the system is working well you are freed up to maximise income.



We provide a range of services packaged into a fixed-price monthly IT support plan. These services tackle the disruption that poorly implemented technology can cause your business. They bring stability to your system and then keep it that way.

- Helpdesk - Expertise to help when you have a problem or need some advice.
- Alerts - We get all the vital parts of your system fixed quickly when they go wrong
- Backup - We check your backups are working properly everyday
- Maintain - We maintain your system prevent problems from happening
- Emergency - Someone on the end of the phone or on your door step when it's all going wrong

## 2. Improving Cyber Security

All businesses are at risk from the ever present threat from viruses, malware and hackers. The effects can be devastating so it is essential that you take measures to secure your system.

We offer a suite of cyber-security services aimed at providing a fundamental level of protection for your system and keeping it up to date.

- Managing system updates to ensure all your computers are protected
- Protection from viruses, malware and hackers
- Protection from bad websites

## 3. Helping Grow Your Business

Once your system is stable and secure then disruption and risk will be minimised. That allows you to make appropriate investment in technology to stay ahead of your competitors.

We have our finger on the pulse of technology and that puts us in a great position to advise, plan, and implement new technology for your business. We offer a range of services that will align your technology with your business achieve its goals.

- Strategic technology advice
- Cloud advice, migrations and expertise
- Office 365
- Advanced Wi-Fi
- Server installations
- Cabling, telephony and office moves

## Type of Customer

- Our target customers are businesses based in London.
- They will have between 5 and 75 employees.
- They are usually dissatisfied with their existing supplier.
- They will be experiencing one or more of the following:
  - disruption in their business due to technology problems
  - concerns about the security of their system
  - interest in understanding new technology and how it can help their business grow



## Reward Programme

The terms of the Reward Programme are shown below. Please read them carefully.

1. 'Reward Programme' means the programme run by Evolve to recognise the referral of new customers to it.
2. 'Referrer' means the company who refers a potential customer to us in accordance with the terms of this Reward Programme.
3. A 'Contact' is an individual with influencing or decision making responsibility at a business that is looking to engage with a new technology solutions provider.
4. 'Contact Details' must include name, title, company, email address and phone number (landline and, if possible, mobile).
5. The Contact must have been briefed by the Referrer about Evolve and be expecting a commercial approach from us.
6. A 'Formal Registration' is an email to [referrals@evolvecomputers.co.uk](mailto:referrals@evolvecomputers.co.uk) with "Customer Referral" in the subject line. The email should contain Contact Details and confirmation that the Contact is expecting Evolve to get in touch. It should also contain details of the opportunity and notes on conversations with the Contact to date.
7. Contact submissions can be accepted informally in the first instance but must be followed up by a Formal Registration.
8. A Formal Registration is valid for 6 months from the original email submission date.
9. 'New Customer' is a customer who, following Formal Registration, enters into a New Contract with us.
10. A 'New Contract' is a contract entered into between Evolve and the New Customer for the provision by Evolve of support services. The minimum term for the New Contract shall be one year.
11. The 'Referrer Reward' will be 50% of a single monthly support plan fee as agreed in the New Contract, up to a maximum payment of £1000; and will be paid to the Referrer as (i) a credit on the account if the Referrer is an existing customer, or (ii) an electronic payment to the business account if the Referrer is not an existing customer.
12. A Formal Registration that results in a New Contract that is not cancelled in the first 3 full months from the contract start date will trigger the payment of the Referrer Reward. The Referrer Reward will be issued to the Referrer 3 months from the effective start date of the New Contract.
13. The 'Customer Reward' will be a one-off credit of 50% of a single monthly support plan fee as agreed in the New Contract, up to a maximum payment of £1000. The Customer Reward credit will be applied to the 4<sup>th</sup> monthly payment of the New Customer support plan fee set out in the New Contract.
14. The amount of the Referrer Reward and Customer Reward is subject to change at any time and Evolve reserves the right to terminate this Reward Programme at any time. Any ongoing Formal Registrations will be honoured.
15. The details of the New Contract will be confidential between Evolve and the New Customer and Evolve will not reveal any details of the New Contract to the Referrer.
16. It is agreed that the Referrer shall not be considered a commercial agent within the meaning of the Commercial Agent (Council Directives) Regulations 1993.