



# Approved Technology Provider Program



## Showcase the Value of your Technology Solution

The Approved Technology Provider (ATP) Program offers an exclusive opportunity to showcase your technology solutions that meet the approval of the most trusted CX experts in the industry – COPC Inc. Attaining this status asserts your technology solution's unique ability to help CX operations meet the COPC Customer Experience (CX) Standard's rigorous certification requirements. By working with our approved providers, customers can access proven technology solutions that deliver greater business value while supporting industry best practices, ultimately providing greater peace of mind.

## What is the ATP Program?

### Technology Solution Provider:

- Asserts their tool's ability to help CX operations meet the COPC CX Standard's rigorous requirements
- Gains distinct marketing advantage of having the approval of the industry's most trusted CX experts

### COPC Inc.:

- Confidently recommends technology solutions that have been evaluated firsthand for effectiveness at supporting best practices

### Client:

- Ensures peace of mind when making key investment decisions regarding technology solutions that support their CX strategy



# Why Become a COPC Inc. ATP?

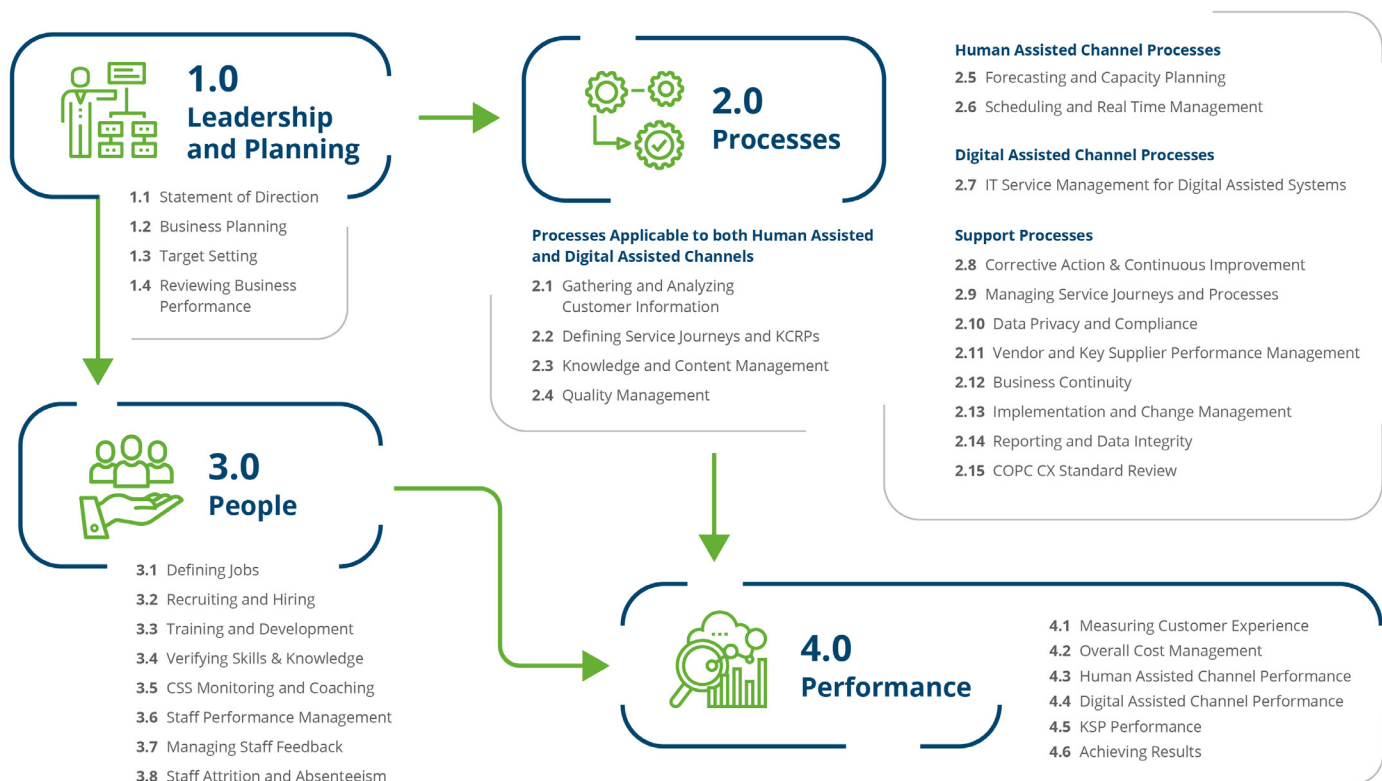
By becoming an ATP, you can assert your tool's ability to help CX operations meet high-performing standards and requirements. This program provides a distinct marketing advantage of having the approval of the industry's most trusted CX expert – COPC Inc.

## COPC Inc. - A Standard Above the Rest:




The COPC CX Standard, a prestigious performance management system created by COPC Inc. in 1996, focuses on improving service and quality, reducing business costs and customer effort, and increasing revenue and profitability. We've utilized the COPC CX Standard around the globe to assess and help improve thousands of CX operations, including contact centers, retail and face-to-face service environments, and automated or self-service channels.

The COPC CX Standard includes four categories of industry best practices that technology solutions can support: 1. Leadership and Planning, 2. Processes, 3. People, and 4. Performance.

## COPC CX Standard



## The Program Benefits

Benefit	Silver 	Gold 	Platinum 
COPC Inc. ATP Logo Use	TSP-authorized use of COPC ATP logo on its website and marketing materials to promote the technology partnership	TSP-authorized use of COPC ATP logo on its website and marketing materials to promote the technology partnership	TSP-authorized use of COPC ATP logo on its website and marketing materials to promote the technology partnership
Press Release	TSP-authorized use of COPC ATP logo in TSP press release(s)  <b>COPC cost-share of TSP press release</b>	TSP-authorized use of COPC ATP logo in TSP press release(s)  <b>COPC Press Release (one wire)</b>	TSP-authorized use of COPC ATP logo in TSP press release(s)  <b>COPC Press Release (two wires)</b>
Website	TSP logo on COPC ATP webpage, with link to TSP website  Silver TSPs listed third  COPC ATP logo on TSP website	TSP logo on COPC ATP webpage, with link to TSP website  Gold TSPs listed second  COPC ATP logo on TSP website	TSP logo on COPC ATP webpage, with link to TSP website  <b>Platinum TSPs listed prominently first</b>  COPC ATP logo on TSP website
Marketing: E-blast	Not applicable	COPC will announce TSPs Gold Level ATP status in <b>one eblast</b> to COPC marketing lists	COPC will announce TSPs Platinum Level ATP status in <b>two ebasts</b> to COPC marketing lists
Social Media	COPC and TSP co-develop and release one shared post on COPC's LinkedIn and Twitter pages  A shared post can include more than one TSP	COPC and TSP co-develop and release one shared post on COPC's LinkedIn and Twitter pages	COPC and TSP co-develop and release one shared post on COPC's LinkedIn and Twitter pages
Speaking Events	Not applicable	COPC and TSP will co-develop, cost-share, and co-deliver <b>one Joint Speaking Event</b>	COPC and TSP will co-develop, cost-share, and co-deliver <b>up to three Joint Speaking Events</b>
Trade Show Banner Stands	COPC will place TSP logo on banner stand  Logo size will be based on attainment level	COPC will place TSP logo on banner stand  Logo size will be based on attainment level	COPC will place TSP logo on banner stand  Logo will be sized based on attainment level, with <b>Platinum being the most prominent</b>
Sponsored Content & Research	<b>5% discount</b> on sponsorship of COPC research project	<b>10% discount</b> on sponsorship of COPC research project  TSP authorized to promote research report on its website for lead generation	<b>15% discount</b> on sponsorship of COPC research project  TSP authorized to promote research report on its website for lead generation  TSP participates in research and is quoted in the report

# How to become a COPC Inc. Approved Technology Provider

1

Technology Solution Provider (TSP) informs COPC Inc. of interest in seeking Approved Technology Provider designation.

2

Initial discussion is scheduled regarding the technology solution and its potential fit with supporting compliance to the COPC CX Standard in one or more solution categories.

3

Agreement is reached, and TSP commits to at least one (1) employee successfully completing COPC® Best Practices for CX Operations training.

4

A formal evaluation of the technology solution is conducted by COPC Inc., during which the TSP demonstrates how their solution supports compliance to the COPC CX Standard and provides access to successful client installations to be assessed by COPC Inc. as well.

## About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations supporting the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience operations, customer experience management, vendor management and procurement.

Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations to deliver a superior service journey. COPC Inc. headquarters are in Winter Park, FL, U.S., with operations in Europe, the Middle East, Africa, Asia Pacific, Latin America, India and Japan. [www.copc.com](http://www.copc.com).

Learn more at [copc.com](http://copc.com)

