

# Delivering Customer Intimacy through Member Capabilities

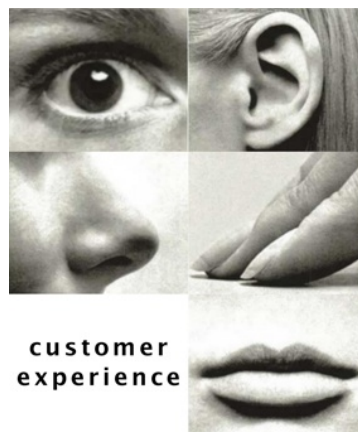


## About TouchPoint Alliance

TouchPoint Alliance is a member-based organization comprised of a group of industry leaders whose complimentary capabilities drive customer acquisition, loyalty, and growth through customer intimacy.

TouchPoint Alliance is the only organization dedicated to Customer Intimacy. Collectively, members provide a set of end-to-end solutions to include:

- Multi-Campaign Strategy and Planning
- Data Response Management
- Communication Design/Creation
- Content Management & Portals
- Outbound Communications & Management
- Inbound Communications & Management



## What is Customer Intimacy?

Customer Intimacy is the relationship achieved as a result of a customer's experiences from the internal and subjective response they have to any direct or indirect touch points with an enterprise.

## Why TouchPoint Alliance?

**As a member of TouchPoint Alliance**, your firm has the ability to generate new business through member-to-member opportunities, our More Ways to Win program, and TouchPoint Alliance client engagement and marketing campaigns. Through these the value of your membership grows exponentially and **you will realize three simple, yet compelling benefits for your company:**

- More Ways To Compete
- More Industry Knowledge
- More Go to Market Capabilities

TouchPoint Alliance offers you more ways to grow your business through joining with an elite group of members dedicated to Customer Intimacy .

## Membership Benefits

### More Ways to Compete:

As a member of The TouchPoint Alliance, you will develop and maintain the leading edge communication strategies, products and services required to compete for enterprise-level business.

- Become part of a larger “go-to” solution partner for enterprise-level clients
- Compete successfully for mid-tier clients against a growing number of competitors
- Get more at-bats and increase your potential for wins
- Opportunity to invite your best clients to our Annual Customer Intimacy Summit to support their customer intimacy goals and differentiate your firm

### More Industry Intelligence:

As a member of The TouchPoint Alliance, you will gain access to advanced business, technology and industry intelligence by:

- Leveraging marketing, production and business intelligence offered regularly by both sponsors and members
- Gaining insight from TouchPoint-sponsored market research
- Learning from industry experts and education professionals through seminars and our Annual Customer Intimacy Summit

### More Go-to-Market Capabilities:

As a member of The TouchPoint Alliance, you will have the opportunity to leverage the capabilities of other members to better meet your own customers’ communication needs and revenue growth objectives of your firm by:

- Rounding out and extending your product/service offering
- Selling more to existing customers and increasing your customer share
- Targeting new business with bundled solutions thereby increasing your mid-tier market share
- Participating in our More Ways to Win program with major firms
- Participation in our Regional Innovation and Customer Intimacy Seminars (Client Focused)

## Membership Fee Structure

- Membership fees are scaled to organization revenue
- There are two membership types: Capability members and Sales & Marketing members
  - **Capability Members** deliver Customer Intimacy Solutions that provide Technology, Consulting/ Professional Services, or Outsourcing Services
    - **Sales & Marketing members** have the ability to sell & market Capability member services to earn commission and expand their capabilities
- 1 year commitment required
  - Members that commit to two years get a complimentary pass to the Customer Summit (\$2000 value/\$1000 each yr)
- Each member organization commits to 1 member representative and 1 client or prospect to attend the Customer Intimacy Summit - \$2200 commitment
  - \$1200 per guest
  - \$1000 per member

### CAPABILITY MEMBER FEES – ANNUALLY

<b>Level 1</b>	Less than \$5 million	\$5,000*
<b>Level 2</b>	\$5 million - \$25 million	\$7,500*
<b>Level 3</b>	\$25 million - \$100 million	\$10,000*
<b>Level 4</b> (Enterprise Member)	Greater than \$100 million	\$25,000*

\* Plus summit commitment

### SALES & MARKETING MEMBER FEES – ANNUALLY

<b>Sales &amp; Marketing Members</b>	\$5,000
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## Membership Application

### TouchPoint Alliance

*The mission of TouchPoint Alliance is to facilitate among stakeholders the sharing of information, knowledge, and opportunities within the Enterprise Marketing Communications & Services industry, encouraging and fostering healthy, sustainable commerce between Alliance members and the organizations they serve.*

#### MEMBER QUALIFICATIONS

1. The Member Organization must have a positive professional and community reputation.
  2. The Member Organization agrees to assign an employee as the TouchPoint member contact. This assignee will be responsible for representing the company in TouchPoint Alliance initiatives.
  3. The Member Organization must meet a minimum level of industry competency. This includes the expertise to work with Enterprise Marketing & Customer Communications industry standards, guidelines, and practices.
  4. The Member Organization and the assigned employee must be willing to uphold the spirit of TouchPoint Alliance, its Rules of Engagement, and its Code of Conduct. It is each member's responsibility to ensure that his company complies with the Rules.
  5. The Member Organization must complete the TouchPoint Alliance membership application, sign the information acknowledgement form and pay the annual dues (calculated based on Member Organization Revenue).
- Each TouchPoint Alliance Member Organization agrees to:
1. Ensure that his or her Member Organization upholds the spirit of TouchPoint Alliance, an organization dependent upon mutual trust and open exchange of ideas and experience between all its members.
  2. Ensure that his or her Member Organization provides the highest quality service to its own customers and to the customers of other member companies.
  3. Ensure that his or her Member Organization maintain the highest level of integrity in interactions with other members. Members agree to comply with TouchPoint Alliance's Articles of Incorporation and Code of Conduct, any breach of which could result in forfeiture of membership dues and immediate cancellation of membership by the Board of Directors, whose decision will be binding and final.
  4. Ensure that his or her Member Organization participate in TouchPoint Alliance's intranet/ internet and agree to promptly respond to TouchPoint Alliance materials.
  5. Ensure that his or her Member Organization uses the TouchPoint Alliance logo on company brochures, literature, business cards, letterheads and signage where practical.
  6. Ensures that his or her Member Organization encourages its staff to participate in TouchPoint Alliance meetings and/or annual projects.
  7. Ensures that his or her Member Organization fulfills its obligations under the TouchPoint Alliance Articles of Incorporation and Code of Conduct.
  8. Makes every effort to attend the meetings on a regular basis, in particular the bi-annual TouchPoint Summit Meetings. Attendance by the Member at TouchPoint Alliance meetings is an integral part of membership. If a member is not able to attend in person, such member may appoint a substitute to attend in their place.



# Member Organization Application

**Please complete the following application for TouchPoint Alliance membership. Once completed you can email to [admin@touchpointalliance.org](mailto:admin@touchpointalliance.org), fax to: 386-628-0202 or mail to: TouchPoint Alliance P.O. Box 350682 Palm Coast, FL 32135. Once received, the TouchPoint Alliance Board of Directors will vote to approve membership and if approved, TouchPoint Alliance will notify you with your firm's acceptance.**

Member Organization Name \_\_\_\_\_

Member Organization Representative \_\_\_\_\_

Title \_\_\_\_\_ Years in Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web Site \_\_\_\_\_

Authorizing Officer Name \_\_\_\_\_

Authorizing Officer Contact Email \_\_\_\_\_ Phone \_\_\_\_\_

# Company Information

Year Founded \_\_\_\_\_ No. of Employees \_\_\_\_\_ No. of Locations \_\_\_\_\_ No. of Sales Reps \_\_\_\_\_

## Please briefly describe your company mission:

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## Primary Products/Services Offered (select one)

Technology  Consulting/Professional Services  Outsourcing Services

## Value Chain Solutions Offered (select one)

\_\_\_\_\_ Multi-Campaign Strategy & Planning \_\_\_\_\_ Data Response Management \_\_\_\_\_ Communication Design/Creation  
\_\_\_\_\_ Content Management & Portals \_\_\_\_\_ Outbound Communications & Management \_\_\_\_\_ Inbound Communications & Management

## Industries Served (select three in order of priority, with 1 being highest)

Manufacturing  Travel/Hospitality/Leisure  Technology  Retail/Consumer  
 Credit Card  Financial Services  Healthcare  Insurance Services  Retail Banking  
 Higher Education  Other(s) \_\_\_\_\_

## Annual Revenues (\$ millions)

<5  5-25  26-100  >100

## Top 5 Customers

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_

## In which geographic region are you applying for membership?

National  
 Northeast Region  
 Mid-Atlantic Region  
 West  
 Southeast  
 Southwest Region  
 Mid-West