

# New All- Employee Referral Program

# Everyone can help grow CWS. Everyone can earn rewards.

We are excited to launch our brand-new **All-Employee Referral Program!**

## What?

From now on, every CWS employee can refer **new customers** and earn rewards when those referrals turn into signed contracts.

This program complements our existing Service Tips Program, giving everyone the opportunity to contribute to CWS' growth.

## Why participate?

- 💰 Earn points for every successful new customer referral.
- 👏 Share your points with your team and work towards an unforgettable team activity.
- ⚡ The faster a lead is contacted, the higher the chance it becomes a customer.
- 🌱 Every employee can make an impact.

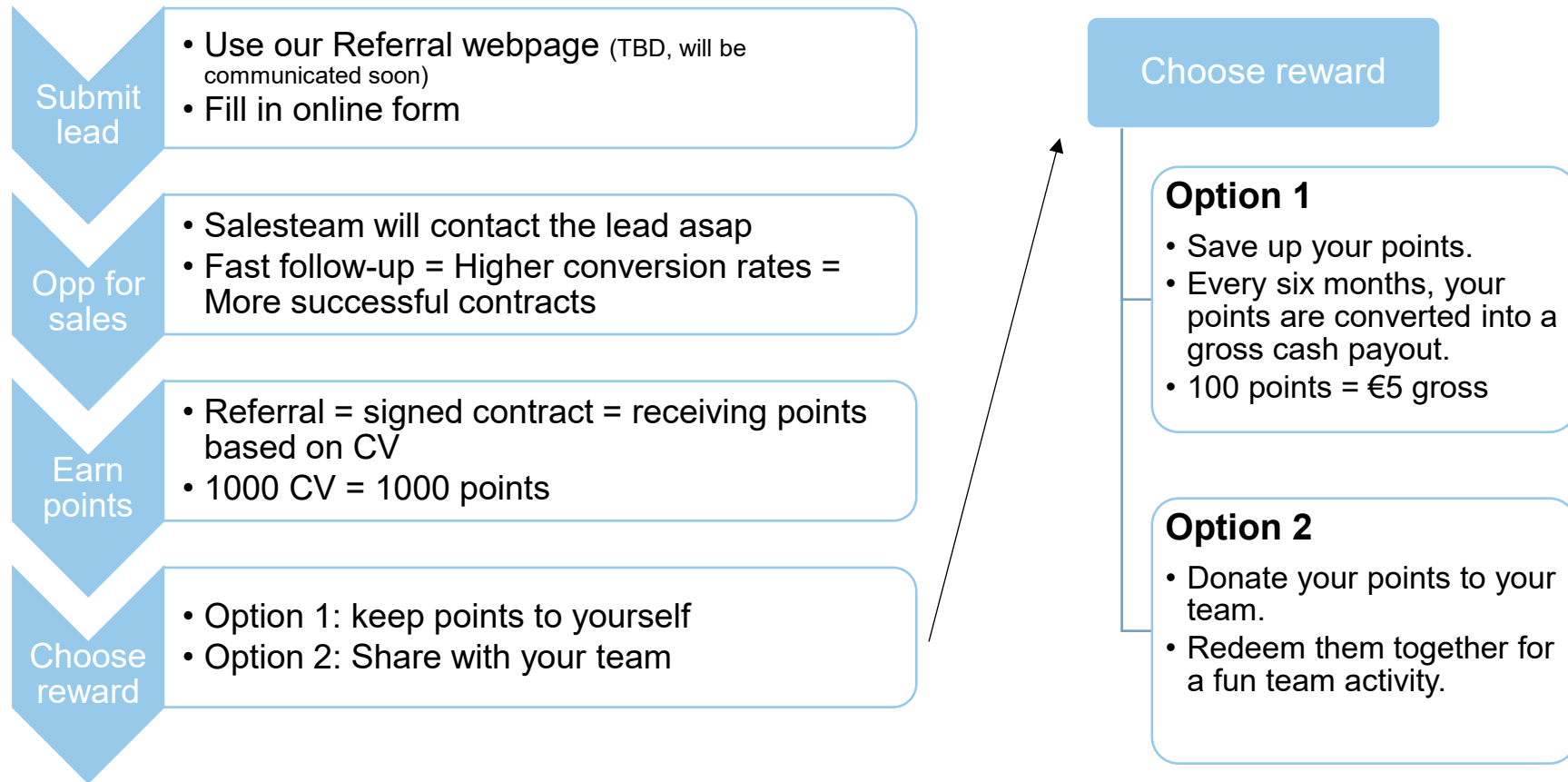
New customers = Referral Program

Existing customers (cross-sell & up-sell) = Service Tips Program

**Launch date: 01/08**

# How it works

It's easy!



# Service Tips gets an upgrade

... with a new points system

Our existing **Service Tips Program** for cross-selling and up-selling to existing customers remains unchanged.

To make things simpler, Service Tips will now use the **same points system and reward options** as the new Referral Program.

## What's new?

- One simple, unified points system
- The same reward options
  - Convert your points into a gross cash payment.
  - Redeem your points for a team activity.

## What stays the same?

### Referral Program

- ✓ For new customers only
- ✓ Open to every CWS employee

### Service Tips Program

- ✓ For existing customers
- ✓ Cross-sell and up-sell opportunities
- ✓ Continues as a separate program