

Genuine Xerox Rewards

Promotional Codes for Xerox Partners

Frequently Asked Questions

Q: Why is Xerox providing this loyalty incentive?

A: Research shows that customers using branded Xerox® supplies experience greater product reliability, product longevity and overall satisfaction. Satisfied customers buy again, and buy more. Xerox wants to give customers more reasons for buying branded Xerox® supplies. This program gives them a strong incentive to buy their supplies from you.

Q: What's the benefit for me?

A: The Genuine Xerox Rewards program is a major worldwide Xerox loyalty initiative. We expect that over time the majority of customers will join the program. By promoting your own Promotional Code (which doubles your customers' reward points) you will help strengthen your relationship with these customers, and give them one more reason to do business with you.

Q: Is this a way for Xerox to gain access to my customers?

A: No. You still control the relationship with your customers. Xerox values its Partners and would not do anything to affect that relationship. We want you to be successful and will protect your post-sale annuity.

Q: How long is my Promotional Code effective?

A: Promotional Codes are effective through 30th June 2015. Your participation and use of the Promotional Code by your customers will determine their extension into the future.

Q: Does the program require customers to order their supplies from me?

A: The Genuine Xerox Rewards program allows customers to buy their supplies from any authorized source, but you can specify that customers are to buy their supplies from you when you provide them with your Promotional Code.

Q: How do I create my Promotional Code?

A: It's easy. On the [enrollment website](#) select a name that will resonate with your business and is easy to remember. It can be up to 10 characters long (numbers or letters, but no special symbols). For example, if your business name is "Ajax Systems" you could choose: "AJAXSYS" or "AJAX-GXR." If your code has been previously chosen, you will be asked to select another name.

Q: Is there a Reseller Support Number that I can call in case I have any questions or problems?

A: Yes. Call **01908 214707** for assistance. Note that this number is only for Genuine Xerox Rewards program support and promotional code questions.

Q: Can Xerox send me reports on customer activity for my Promotional Code?

A: Yes. the Genuine Xerox Rewards Team can provide your Reseller Promotional Code activity any time, at your request. Contact Promotional Code Support at via support@gxrewards.co.uk to submit your request.

Q: If I participate in the program, can I stop whenever I wish?

A: Yes. Contact Promotional Code Support via support@gxrewards.co.uk and inform them. Your Promotional Code will be deleted from the system, and will no longer be available to your customers.