

Customer Advocacy Program

Your story is the start.



Let's explore
what's next.

FICO[®]

Join forces. Amplify your success.



The perfect time to act

Analytic and AI innovations, accelerating at a breakneck pace, are forming the basis of many digital transformations. With FICO's program, you can:

- **Stay ahead of analytic and AI advancements**—by leveraging FICO's data science knowledge.
- **Better plan new implementations and upgrades**—with deeper insights.
- **Build your AI vision**—by becoming an active participant and contributor of ideas and new use cases.
- **Learn market trends**—with early access to FICO survey results.

Through your innovative use of FICO solutions, you're achieving new success with data-driven business decisions. Now's the time to highlight your achievements, influence product direction, and work with the FICO community of clients and partners to lead the analytic and AI narrative in your markets. The FICO® Advocacy Program helps you:

SHOWCASE—Promote your success with FICO and boost your brand value. Present compelling videos and powerful stories to your customers and investors.

INFLUENCE—Share your voice on new solution directions and product roadmaps. Plan your own adoption schedule with confidence.

DISCOVER—Learn from your peers and FICO experts as part of the FICO® Community. See new techniques and uses of FICO technologies.

NETWORK—Connect with FICO's extensive customer roster around AI and analytic breakthroughs. In-person events and online engagements offer ample opportunities for ideation and information sharing.

Choose your path. Reap the rewards.

Based on your business objectives, we will help plan your program engagement using a nonlinear approach. Our team of professional communications experts will create an enjoyable and rewarding experience while promoting your brand.

Many Ways to Participate

Product input and direction

Influence direction of new solution functions to serve your business needs. Discover new uses and techniques from community participants and FICO experts.

Executive visibility

Raise your key executives' leadership profiles and personal brands with innovation stories and messaging.



Innovation leadership

Build your brand by highlighting your use of new FICO technologies across multiple media, social, and event outlets. Differentiate from competitors and attract new business.

Peer networking

Take a deep dive on industry and technology issues and opportunities. Engage with top AI experts on relevant hot topics.



Another way to shine

Every year, FICO honors customers breaking new analytic ground with the **FICO® Decisions Awards**, presented during FICO® World. See your FICO Client Partner for nomination details.

FICO
Decisions
Awards

[Learn More](#)

Highlight your story. Boost your brand.

Your leadership position is important to your business. FICO's Advocacy Program features a range of activities designed to highlight your brand value and visibility. You'll work with our professional team of communication experts to ensure your messages are handled with the care they deserve.



Media Activities

Joint press releases and identification of just the right media outlets/editors to tell your compelling story with FICO.



Case Studies

Powerful narratives, constructed with care and told with dynamic positioning.



Quotes

Dynamic expressions of your expertise in leveraging FICO solutions.



Video Storytelling

Leadership pieces, including FICO® Decision Heroes, designed to highlight your key executives and company differentiators.



Analyst Activities

Industry reports and market evaluations, offering the possibility to achieve leadership positioning and visibility around your FICO implementations.



Online Webinars

Fully coordinated and promoted by FICO staff, giving you an opportunity to be positioned as the thought leader in your field.



Speaking Opportunities

The right audience and venues, coordinated to best represent your brand and the use of your valuable time.



Customer References

Share your experiences with a peer via phone, video, or in person, chosen carefully and honoring your schedule.

Let's begin your program today:

www.fico.com/en/advocacy

FICO More Precise
Decisions

FOR MORE INFORMATION

www.fico.com
www.fico.com/blogs

NORTH AMERICA

+1 888 342 6336
info@fico.com

LATIN AMERICA & CARIBBEAN

+55 11 5189 8267
LAC_info@fico.com

EUROPE, MIDDLE EAST, & AFRICA

+44 (0) 207 940 8718
emeainfo@fico.com

ASIA PACIFIC

+65 6422 7700
infoasia@fico.com

FICO is a registered trademark of Fair Isaac Corporation in the United States and in other countries. Other product and company names herein may be trademarks of their respective owners.
© 2020 Fair Isaac Corporation. All rights reserved.