



**For Immediate Release**

**Allegiance Receives 2008 CRM Excellence Award  
From *Customer Interaction Solutions*<sup>®</sup> Magazine**

*- Engage platform chosen for ability to extend the customer relationship to engagement -*

**SALT LAKE CITY – April 23, 2008** — Allegiance, Inc., a premier provider of [Enterprise Feedback Management](#) (EFM) solutions, announced today that its [Engage platform](#) has received a 2008 CRM Excellence Award from Technology Marketing Corporation's (TMC<sup>®</sup>) *Customer Interaction Solutions* magazine. *Customer Interaction Solutions* has been the premier publication in the CRM, call center and teleservices industries since 1982.

Allegiance helps businesses capitalize on engagement, which is the emotional bond created through repeated interactions with employees and customers. The Allegiance Engage platform is a hosted, software-as-a-service (SaaS) offering that allows companies to easily collect, manage and act upon feedback data and use predictive analytics and reporting to increase loyalty and engagement. Allegiance also provides professional services, including implementation, education, and best practices consulting to ensure users maximize the results of engagement efforts and achieve their business goals.

“We are honored to be recognized for advancing the practice of engagement and creating a service that helps companies connect emotionally with customers and employees,” said Adam Edmunds, CEO of Allegiance. “Allegiance Engage complements CRM systems by helping companies understand “why” customers and employees are engaged and how to measure and increase that engagement and loyalty.”

“Allegiance has demonstrated to the editors of *Customer Interaction Solutions* that their products and services have substantially improved the processes of their clients' businesses by streamlining and facilitating the flow of information needed for companies to retain their most precious asset...their customers,” said Nadji Tehrani, founder and chairman of TMC, publishers of *Customer Interaction Solutions*.

The Ninth Annual CRM Excellence Award winners have been chosen on the basis of their product or service's ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer. The CRM Excellence Award is based on hard data: facts and numbers demonstrating the improvements that the winner's product has made in a client's business.

The CRM Excellence Award winners for 2008 can be found in the May and June issues of [\*Customer Interaction Solutions\*](#) magazine.

Allegiance Engage was also honored with the 2007 Product of the Year Award from *Customer Interaction Solutions* magazine. View all Allegiance company and product awards at [www.allegiance.com/awards](http://www.allegiance.com/awards).

### **About Allegiance**

Allegiance, Inc. is the premier provider of [Enterprise Feedback Management](#) (EFM), solutions that drive growth and increased profitability through improved [customer loyalty](#), [employee retention](#) and engagement. The Allegiance [Engage Platform](#) is a suite of web and phone-based solutions joined with best practices consulting that allow companies to measure and manage customer and employee engagement across the enterprise. The components of The Engage Platform are customizable to each company's needs and offer management tools and predictive analytics that link employee and [customer engagement](#) to real business outcomes. Allegiance serves customers of all sizes across a variety of industries. Allegiance is a privately owned company based in South Jordan, Utah. For more information about Allegiance, visit <http://www.allegiance.com> .

# # #

### **About Customer Interaction Solutions**

Since 1982, [Customer Interaction Solutions](#) (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit [www.cismag.com](http://www.cismag.com).

### **About TMC**

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in-person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [IMS Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. According to Quantcast\*, TMCnet reaches nearly one million U.S. unique visitors each month. TMCnet serves as many as three million unique visitors globally each month according to Webtrends. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), and [Call Center 2.0 Conference](#). (\*Quantcast is an independent Web site that monitors U.S. Web traffic)

For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

### Media Contacts

Chris Cottle  
Allegiance, Inc.  
801-617-8034  
[chris.cottle@allegiance.com](mailto:chris.cottle@allegiance.com)

Valerie Chereskin  
Chereskin Communications  
760-942-3116  
[valerie@chereskincomm.com](mailto:valerie@chereskincomm.com)

### **TMC Contact:**

Jan Pierret  
203-852-6800, ext. 228  
[jpierret@tmcnet.com](mailto:jpierret@tmcnet.com)