



**FOR IMMEDIATE RELEASE**

## **The Allegiance Engage Summit 2008 Showcases Strategies to Mastering Employee and Customer Engagement**

*- Marketing, sales, human resources leaders learn how to capitalize on engagement and thrive in uncertain economic times -*

**SALT LAKE CITY – March 13, 2008** – Business leaders seeking a new competitive edge can learn more about engagement and how to capitalize on it by listening to top engagement leaders at the Allegiance Engage Summit 2008 on May 7 – 9, 2008 at the Chateaux Resort at Silver Lake in Deer Valley, Utah. Keynote speakers include engagement and loyalty industry thought leaders such as Bob Caruso, executive director of the Voice of the Customer Center of Excellence at J.D. Power and Associates, Bob Thompson, CEO of CustomerThink Corp., and Dr. Gary Rhoads, engagement and loyalty expert.

The second annual Allegiance Engage Summit is an exclusive event that focuses on why engagement is one of the most powerful emerging business concepts of the 21st century. This year's conference will address a variety of topics, including building stronger customer loyalty and excitement, increasing employee retention and productivity, using feedback to gain valuable insights, linking engagement to key business outcomes, and the latest technology from Allegiance for managing engagement. Allegiance will also announce its yearly engagement best practice winners.

"Engagement is bursting onto the business scene, and those who attend this event will be at the forefront of a major movement. The Allegiance Engage Summit 2008 is an excellent opportunity to learn first hand how organizations can apply engagement practices to win in the competitive marketplace," said Adam Edmunds, Allegiance president and CEO. "In addition to learning about the latest technology, attendees will meet with peers to share what has worked and how to accelerate their engagement efforts."

Bob Thompson of CustomerThink will open the conference with a presentation entitled, "Give Customers What They Really Want – A Genuine Relationship." Thompson is an internationally recognized expert in customer-centric business strategy. Day one sessions include The Power of Analytics, Compliance Best Practices, Engagement Case Study, and an Enhancing Customer Engagement panel of engagement professionals and peers.

Day two opens with a keynote by Bob Caruso of JD Power and Associates, who will present "How Employee and Customer Satisfaction Impact Business Success." Caruso will provide insights and examples of how customer satisfaction and engagement translates into profits, how bad customer experiences travel far and fast, and what customers expect from companies. Sessions on day two include The Economics of Engagement, a powerful presentation that presents new research on how to measure engagement and its direct impact on revenues.

The Allegiance Engage Summit 2008 will be held at the Chateaux at Silver Lake, Utah, an upscale property located in the heart of Deer Valley Resort's mid-mountain Silver Lake Village.

### **Registration and Information**

To register for the Allegiance Engage Summit 2008, to find out more about this year's speakers, and to see the conference agenda, please visit [www.allegiance.com/summit](http://www.allegiance.com/summit) .

### **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> .

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