

CustomerPulse Insights



Examples of how Allegiance CustomerPulse provides actionable insights to increase revenues and grow engagement.

Every interaction a customer has with your organization is an opportunity to build engagement—or a chance to lose it. Thus, finding out what your customers have to say can make a tremendous difference to your business—and to your profitability.

That's where Allegiance CustomerPulse™ can help.

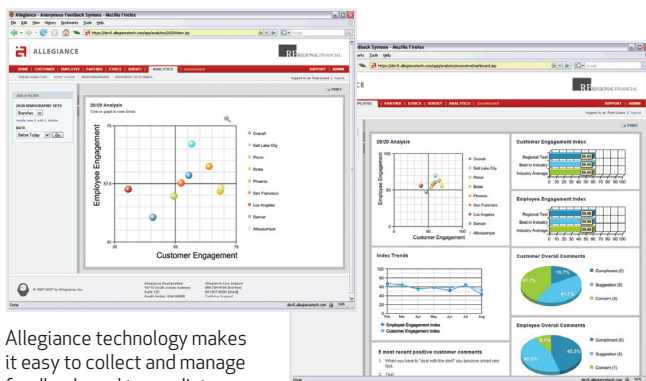
Pulse-Survey Regularly (e.g. Monthly or Quarterly) to Uncover Critical Trends

Allegiance's CustomerPulse—a specialized engagement-related questionnaire developed by Allegiance's engagement experts—reveals customer engagement attitudes and drivers with pinpoint accuracy. The impact scores tell you where to focus your company's efforts right now in specific customer engagement areas to achieve the best result.

Used regularly, CustomerPulse can reveal critical trending data that is impossible to obtain in any other way, and show the relationship between your customer mindsets and your company's performance.

Real-World Applications of Allegiance CustomerPulse

Below are real-world examples of how Allegiance's customers have used CustomerPulse to gain actionable insights.



Allegiance technology makes it easy to collect and manage feedback, and to predict and manage engagement.

An industry-leading medical device manufacturing company

Pulse Insights

The company solicited attitudinal feedback from its customers through CustomerPulse. What they found was surprising—their customers revealed that they wanted to do business with an industry leader, as that element was important to their engagement. Yet, their customers didn't think of the manufacturing company as an industry leader. The company was surprised because they were the industry leader. The company realized that to increase engagement and serve the real needs of its customers, it needed to reinforce its leadership position.

Actions Taken

The company launched new marketing and communications activities designed to educate its current customer base about its leadership position. The company continues to use Pulse to monitor the rise in its engagement scores.

A large US-based retail company

Pulse Insights

The company administered CustomerPulse monthly to a subset of its customer base. It found that some stores had higher customer engagement than others. And the data also revealed the specific key factors and best practices that drove that engagement. A couple of these factors were store cleanliness and customer service, which the retail company discovered was very important to its customers.

Actions Taken

The company sought to understand why some of its stores were doing better than others as far as customer engagement. With Allegiance's help, the company was able to identify many of the reasons why. The company then developed programs to help stores that had less engaged customers to improve their customer engagement. The company also gathered best practices from store locations that were doing well and shared them with its other stores. In addition, the company created a standardized checklist for all of its locations to use to adopt a similar standard of cleanliness. It also developed and implemented new programs to improve customer service at individual stores, which has helped those stores in improving their customer engagement. The company continues to Pulse monthly and make adjustments to its policies and programs as new trends develop.

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A large regional retail bank

Pulse Insights

This company always assumed that its most engaged customers were those of a middle-age demographic. Through segmentation analysis, the company discovered that one of its most engaged groups was its early adult group. Knowing this information and understanding what drivers lead this group to be engaged, the company launched new marketing and product initiatives to better serve the early adult group and ensure their engagement remained high. The company was also able to identify that both the early adult and middle-aged groups became disengaged with the company after being a customer for two years.

Actions Taken

The company held focus groups and launched several ad-hoc surveys to study products and services that the early adult group wanted from the company. The information that the company gained from Pulse, as well as its focus groups and surveys enabled it to change this pattern to impact long-term engagement and profits. The company re-launched several existing products, and created and launched several new products. It changed its communications plans to better meet the needs and expectations of the younger group. It also introduced a social networking component. Plus, the company studied and adjusted its products, services and communications to its middle-aged demographic and 2-year customers to increase engagement.

A retail credit union

Pulse Insights

This company knew that it had highly engaged members—in fact, it had the best member engagement record in the industry—but what it wanted to know was: What were the specific factors that led members to do business with its organization and also be so highly engaged with its organization? Was it its financial products or interest rates? Its culture or image? The service it provided? How its representatives interacted with customers? Etc. And the credit union also wanted to know: In which areas was it specifically excelling so that it could formalize those programs and continue to maintain its strong member engagement over time?

The company solicited feedback from its members and discovered that there was a direct correlation between what its members cared most about and the areas in which the organization was currently focusing its efforts. The data also revealed some areas in which the organization had low member engagement.

Actions Taken

With the help of Allegiance, the company was able to identify which specific things its members cared about most and develop more formalized programs in those areas. Allegiance also recommended that the organization continue to focus its efforts

in its high engagement areas versus try to improve some of its low engagement areas, as those specific areas weren't as critical to continuing to increase its member engagement as its high engagement areas were. By focusing on these areas and refining some of its programs, the credit union has been able to continue to increase its member engagement and maintain its competitive advantage.

A large nationwide wellness company

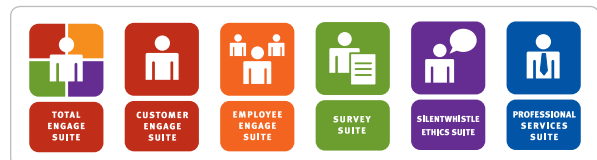
Pulse Insights

The company solicited feedback from its members through Allegiance CustomerPulse and discovered that in its newer fitness facilities, the amount of time that members had to wait to use its fitness equipment was a critical driver of member engagement, whereas in facilities that had been opened longer, this factor was much less important. The company also found that its members cared more about whether its employees were fitness experts and could help them achieve their fitness goals, than the amount of time they had to wait to speak with one or more of its employees.

Actions Taken

In order to significantly reduce the amount of time that members have to wait to use equipment at its new facilities, the company purchased more equipment for those facilities and also created and implemented a plan for busy hours. In addition, since certain factors were more important to member in some locations than others (and therefore, each of the company's fitness centers had their own unique drivers of member engagement), the company empowered each of its facilities to create their own action plans for increasing member engagement. The company also made changes to its hiring criteria as well as implemented several training programs to assist its employees in becoming more knowledgeable about fitness. All together, these programs have greatly increased member engagement. And, those fitness centers that do have similar drivers of member engagement are now able to share best practices with each other within the organization.

THE ALLEGIANCE ENGAGE PLATFORM SOLUTIONS FAMILY



CustomerPulse is part of the Allegiance Engage platform.

Discover how Allegiance can help your business grow faster. To request a no-obligation demo, simply call 1-801-617-8000 and ask for our sales team, or visit www.allegiance.com

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