

# Engagement Solutions for Retail



“Consumers are statistics. Customers are people.” So said retail legend Stanley Marcus of Neiman Marcus. What makes the difference? Relationships. And that involves both customers and employees. Any retailer knows his or her business is judged by a customer’s experience—which is often determined by the behavior of an employee. Creating positive engagement on both sides of the equation is critical to your success. And that’s what Allegiance is all about.

## The untapped advantages of engagement

Allegiance products are built around “engagement”—the emotional connection your organization has with the people surrounding it. More than a measure of satisfaction, engagement represents a two-way relationship. Customers and employees who are encouraged to communicate with your organization (and who feel that you are listening to what they have to say) are likely to have a loyal, long-term affiliation with you. In fact, research shows that engaged customers and employees find more value in their relationship with a company than they do in the product, service, or price they are being offered.

The Allegiance Engage Platform is a family of feedback solutions designed to create such a relationship. When you use Allegiance tools on your web site, intranet, at point of sale, or other touch points, individuals can send you feedback about their experiences with your business. You can see this input immediately, and your resulting actions become proof of engagement.

## Gain a tangible competitive advantage

Competition is a harsh reality in the retail world; it’s a continual challenge—not to mention a real expense—to keep both customers and employees. The Council on Financial Competition estimates it costs 5 to 10 times as much to attract a new customer as it does to keep an existing one. And Columbia University studies show that replacing a lost employee costs 150% or more of that employee’s salary due to recruiting and training costs. When you use Allegiance tools to build engagement with your customers and staff, you can increase their loyalty—and by doing so, decrease your costs.

The Allegiance Engage Platform includes tools that can specifically help your organization:

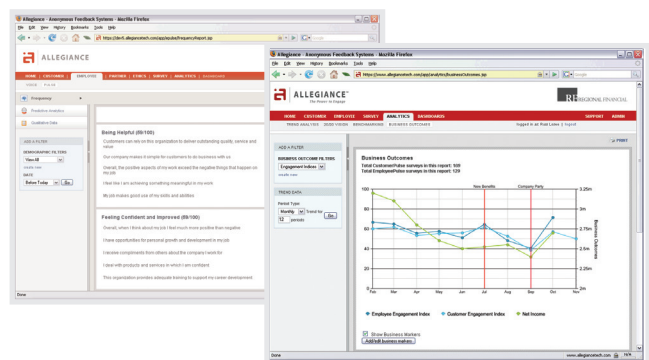
- **Build customer loyalty** by developing stronger relationships
- **Decrease employee turnover** by discerning problems immediately
- **Build true engagement** by listening and responding
- **Improve profits** by retaining customers and employees

## Show customers you value their input

The Allegiance Engage Platform includes customer-centric solutions that provide a direct link to what people think about your products and services. CustomerVoice provides an easy, unintimidating link to

your business through which customers can express questions, frustrations, and even compliments. ActiveSurvey and MysteryShopper tools help you get to know your users better and see your operations from their point of view.

One of the most powerful Allegiance tools is CustomerPulse, an online survey tool that measures the “heartbeat” of your customers’ hearts and minds at any given moment. It’s highly cost- and time-efficient, so regular use is not only possible, it quantitatively shows trends in your business and allows you to spot opportunities over time and head off problems before they occur.

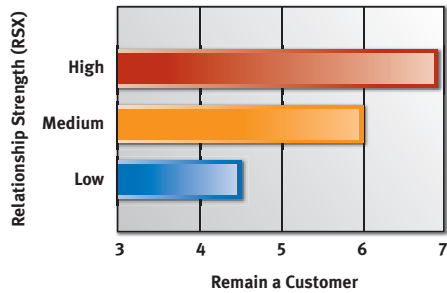


EmployeePulse and CustomerPulse let you easily see what items really impact your business, and how you are doing right now with each one. As you Pulse and collect data regularly, you’ll see trends and identify new opportunities.

## Improve employee satisfaction and retention

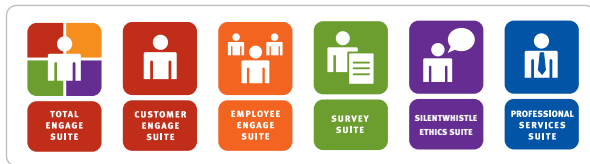
You can show employees you equally value their feedback by implementing EmployeeVoice and EmployeePulse to monitor the stresses and passions of your staff. The retail industry suffers from short-term employees who tend to “job hop” between companies or who don’t invest themselves in the organization’s success. Retailers using the Engage Platform, however, are able to involve their employees and better respond to their feedback. EmployeePulse in particular has helped many organizations reveal factors related to turnover—and then helped them respond effectively, resulting in much higher employee retention. You can also enhance internal trust, reduce risk, and become compliant with government regulations by adding our SilentWhistle anonymous feedback solutions to your engagement mix.

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*When you use Allegiance solutions to strengthen relationships, customers and employees are more likely to continue their association with your business.*

## THE ALLEGIANCE ENGAGE PLATFORM SOLUTIONS FAMILY



### Find engagement with all groups

The Allegiance family of feedback solutions addresses the full range of people who interact with and make up your organization. Our variety of tools allow you to proactively request information from them, or open a channel through which they can communicate with you at their discretion—and through which you can immediately respond.

The real power of Allegiance, however, is the ability to correlate this data to show exactly what people are feeling about your business, and how it relates to specific departments, locations, company policies or changes in your organization. The Engage Platform takes the guesswork out of your business strategy. You'll have tangible data that can be acted upon to truly improve your profitability.



### CustomerEngage Suite

A collection of customer feedback tools that help your patrons share comments about their experiences or expectations. This suite includes CustomerVoice, CustomerPulse, ActiveSurvey, and MysteryShopper.



### EmployeeEngage Suite

This group of products focuses on building an internal culture of trust and open communications. Not only can you use specialized surveys to get a snapshot of employee emotions, you provide an anonymous, non-threatening channel for expressing concerns, complaints, and suggestions. Includes EmployeeVoice, EmployeePulse, ActiveSurvey, and SilentWhistle.



### Survey Suite

The Survey Suite provides numerous ready-to-use surveys and powerful reporting tools in a variety of categories. You can use the Survey Suite to gauge responses to current services or policy changes before you put them into play.



### Ethics Suite

A web and phone-based “hotline” system and feedback channel, Allegiance SilentWhistle provides a way to internally identify threats of fraud, harassment, and policy violations while also becoming compliant with governmental whistle-blowing requirements.



### Professional Services

To make the feedback you glean from your Allegiance products even more powerful, Allegiance can augment your solution with Professional Services. Our Ph.D.-led teams include published experts in engagement, loyalty, analytics and marketing. They will help you make the most of your collected data through services like Implementation, Consulting, Customer Support, Education Services, and Best Practices Consulting.



### TotalEngage Suite

TotalEngage employs the full Allegiance Engage Platform to bring you all of our products in customer engagement, employee engagement, ethics management, and online survey systems. Together, this family of innovative feedback solutions can give your company a global approach to achieving long-term success—and it's more affordable than you might think. Even if you're primarily interested in just one aspect of the Engage Platform, ask for a cost comparison of purchasing the full TotalEngage Suite. The value is sure to please you—and the global feedback you'll get will become an advantage you won't want to go without.

For more information, visit [www.allegiance.com](http://www.allegiance.com).  
To demo a product or contact Allegiance Sales,  
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