

Allegiance CustomerVoice™

Keep Your Customers – and Keep Them Happy

What your customers think and feel can have a tremendous impact on your business—and your bottom line. However, often times important customer concerns and issues aren't heard by the people who most need to know about them. Or, if they are heard, your company may not be able to respond in a timely manner. Moreover, as the amount of customer feedback and the number of feedback channels has grown (e.g. the web, phone, in-person, email, surveys, etc.), so has the challenge of gathering and managing all of that data. Allegiance can help.



CustomerVoice

Hear the voice of your customers in real-time

In the past, listening to the voice of the customer (VOC) meant surveys, comment cards, phone transcripts, and even random letters and emails. As a result, the average company may use as many as 35 different tools to gather feedback (e.g. concerns, complaints, questions, suggestions, etc.), resulting in duplications in time, effort, and costs. While valuable sources of information, data collected in the traditional manner is cumbersome to manage and even harder to analyze. Plus, while individual departments may obtain value from the data that they collect, your organization as a whole may not ever have the opportunity to use that data to gain significant strategic value.

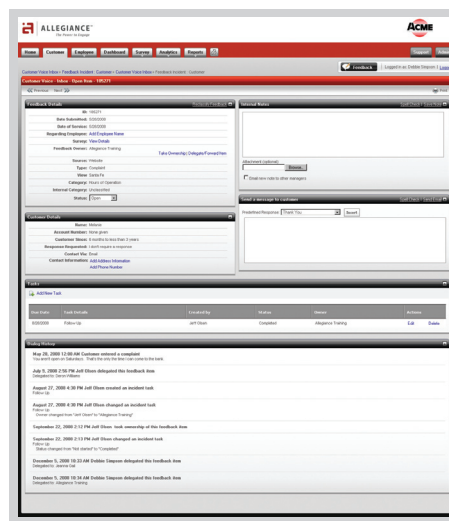
What's more, many times, by the time that feedback is tabulated, analyzed and shared, the input is several weeks—if not months—old. And, the moment that your customer was reviewing has passed—and so has your opportunity to create a more positive customer experience. Thus, to retain more customers, your company needs to be able to hear about and respond to customer concerns and issues in real-time. Allegiance has the answer.

All the tools that you need to listen and rapidly respond

Allegiance CustomerVoice™ is a turnkey feedback management solution that lets you hear and respond to the voice of your customers in real-time 24/7/365. This solution—which sits seamlessly on your existing website, kiosks, teller terminals, or other interactive points—provides you with a comprehensive and centralized way to gather and manage all of your

feedback and survey data. It also helps put you in touch with your customers via:

- Web links
- Online comment portals
- Email surveys
- Telephone hotlines
- Solicited and unsolicited customer feedback



Allegiance CustomerVoice™ offers a host of tools that you can use to collect and manage customer feedback, as well as track submissions through to resolution.

"Allegiance has helped us create a more customer-centric environment by making it easier to report problems, provide suggestions, or ask questions... As a result, we've reduced response times from weeks to now only a few hours. By actively listening to our customers and quickly addressing their concerns, we are creating an environment where each customer feels his or her account is the most important one in our company."

– Rob Brough, Senior Vice President of Communications with Zions Bank

"We use Allegiance CustomerVoice to gather automated product feedback and suggestions from our customers. The value comes in the ease of use and depth of content we're able to capture. Our products are more aligned with what our customers want and as a result, we sell more and have fewer complaints. We can't live without it!"

– Dave Nelson, Marketing Manager, Xactware

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By just clicking a link, customers can share comments about their experiences or expectations, even anonymously if they would like—and you'll be able to act on that feedback in real-time. Better still, the system automatically escalates any pressing issues to upper management. And unlike one-shot surveys, you'll be able to keep your eye on how things are going with your customers all the time.

Allegiance CustomerVoice lets you:

- Actively solicit and collect feedback from your customers on an ongoing basis.
- Immediately act on customer feedback or delegate ownership to another staff member as soon as feedback is submitted.
- Document information gathered, actions taken and all communication involved in resolving an issue.
- Gain valuable insights about your business—and your customers—through real-time dashboard reports.
- Build strong, lasting relationships with your customers by proving that your company listens and responds.
- Eliminate costly duplications of effort.

Just imagine the impact that a timely response that's given within minutes or hours will have on your customers. That's what builds customer loyalty. And that's what keeps customers coming back to you time and time again.

Turn your customer feedback into profits

The more feedback that you have from customers, the more insights you'll be able to gain about your business—and the more profitable your business will become. In fact, research shows that gathering customer feedback can actually increase cross-sell and up-sell effectiveness by 15 to 20%. Moreover, enterprises that capture customer sentiment and implement the recommendations spend 25% less on customer retention programs. Plus, customers who complain and are satisfied are up to 8% loyal than if they had no problems at all.

Allegiance CustomerVoice can help you quickly determine which areas of your business and customer programs are working, and which areas are underperforming. It can also help you:

- Learn about factors that drive purchases and product/service cancellations
- Identify trouble spots in your organization
- Uncover new product opportunities and/or improve your existing products and services
- Measure and understand your customer satisfaction and loyalty
- And more...

How Allegiance CustomerVoice works

Customer feedback may include surveys, questionnaire and unstructured or unprompted comments. Regardless of whether your customers' feedback comes in through a call, an email or letter, or if it is submitted

through your company's website, Allegiance CustomerVoice collects all of that feedback into a centralized system where it is then automatically categorized, analyzed and routed to the appropriate person for response, investigation and/or action, and tracked through to resolution.

CustomerVoice also offers a host of tools that you can use to review and respond to feedback, as well as create and perform dated follow up tasks for any feedback that requires additional research. The system even shows you which items are open, which are in progress, and which have been resolved and closed.

Plus, Allegiance allows you to link this system to your customer relationship management (CRM), enterprise resource planning (ERP), or nearly any other database system so that you can get a more holistic view of your customers.

In addition to CustomerVoice, Allegiance also offers solutions for collecting feedback from employees, partners and vendors.

A big idea that's part of a bigger solution

The Allegiance Engage platform includes a range of Enterprise Feedback Management (EFM) tools that can help you engage your customers—as well as employees, partners and vendors if you choose. More than just collecting feedback, Allegiance integrates simple interfaces with powerful analytics and expert Professional Services to help guide you to better performance and greater profitability. Ask about solutions that will complement your customer loyalty and engagement efforts—and see how the full Allegiance Engage platform can affordably bring you the benefits of all.

The Allegiance Family of Solutions



The Allegiance Engage platform delivers convenient, cost-effective Software as a Service (SaaS) solutions. They require no hardware or IT support.

For more information, visit www.allegiance.com.
To demo a product or contact Allegiance sales, call
801.617.8000.

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