

# Customer Loyalty Solutions



## Customers First



It's the mantra of businesses everywhere. Yet when times are tough, customers dole their dollars out carefully. The average business loses 50% of its customers over the course of 5 years. Most of them leave for poor service or a disappointing experience, yet only 4% of them will tell you about it. Once they've left, it's difficult (and expensive) to bring them back. How can you keep your customers—and keep them happy? Allegiance has the answer.

### Solutions that keep customers

While many businesses hear (often too late) about what caused a customer to leave for good, hearing about satisfied customers is just as important. Studies show that for every 5% of customers you keep over 5 years, profits increase by 85-100%. Knowing exactly what causes customers to leave or stay is crucial to company success. Because when customers are loyal, when they are engaged with an organization that requests, listens to, and acts upon their feedback, they are far more likely to spend, and continue to spend for the long term.

This is the customer relationship Allegiance can help you achieve.

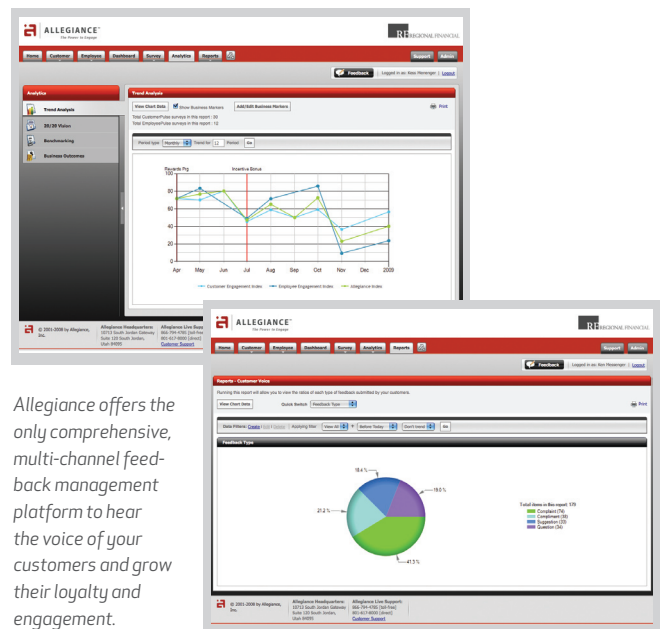
### Get real feedback in real time

The first step is to listen to the Voice of the Customer (VOC). In the past, that's meant surveys, comment cards, phone transcripts, even random letters and emails. While definitely a valuable source of information, data collected in a traditional manner is cumbersome to manage and even harder to analyze. By the time feedback is organized and redirected, the moment your customer was reviewing has passed—and so has your opportunity for effective action.

Allegiance, however, gives you the opportunity to know what your customers are thinking the moment they communicate with you.

The Allegiance Engage platform puts you in touch with the Voice of the Customer via:

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



*Allegiance offers the only comprehensive, multi-channel feedback management platform to hear the voice of your customers and grow their loyalty and engagement.*

### Truly engage your customers

With the Allegiance Engage platform, you can literally read a customer's comment moments after it comes in. Imagine a customer's reaction when a complaint is addressed and resolved within hours instead of weeks or months. That's what builds loyalty. That's what makes customers come back to you again.

In fact, TARP Worldwide determined that 54-70% of customers will buy from you again if their complaint is resolved. The figure goes up to 95% if the customer feels the complaint was resolved quickly. Allegiance helps you achieve this high level of customer engagement by providing:

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- “Pulse checks” of customer impressions at any given moment
- Surveys that proactively request customer input
- Ph.D.-led professional consulting that designs your plan and helps you maximize impact

## A must-have for long-term profitability

Feedback tools may seem like a nicety when budgets are tight. That’s where Allegiance differs. The Allegiance Engage platform helps develop customer relationships that are critical for long-term profits.

Consider that it costs 5 to 10 times as much to attract a new customer as it does to keep one. In addition, customers tend to spend more with a company the longer they’ve had a relationship with it. By using Allegiance to develop engaged customers, you not only reduce the costs of regenerating lost business, you can maximize the profitability of existing clientele.

Using Allegiance’s Customer Loyalty Solutions can make all the difference:

- Engaged customers spend more money
- They are loyal to a business longer
- They deliver a greater share of wallet and higher cross sales
- Engaged customers actively share positive word of mouth
- Engagement more effectively promotes your business

## How Allegiance Customer Loyalty Solutions work

The Allegiance Engage platform includes a range of Enterprise Feedback Management (EFM) tools that will help you engage your customers—as well as employees, vendors and partners 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.

### 1. Gather quality feedback quickly

Customer feedback may include surveys, questionnaires, and unprompted comments. Allegiance collects them all into a centralized system that automatically “sorts” feedback into categories—and even accelerates pressing issues to upper management right away. There’s no digging through stacks of comment cards or waiting for survey results. Allegiance takes in the data, lets you see it instantly, and unlike one-shot surveys, you can keep your eye on how things are going all the time. Allegiance even allows you to link our platform to your CRM or ERP system so that you can get a holistic view of sales and engagement trends.

### 2. Analyze data for meaningful insights

Getting feedback from customers is one thing, but interpreting it can be quite another. The powerful Allegiance dashboard shows where you’re doing well and areas that are underperforming. Our Professional Services team can help you identify items that are causing satisfaction or dissatisfaction at this moment, plus track trends over time. You’ll be able to see the loyalty drivers that are unique to your organization and align “soft” feedback data with hard numbers such as sales growth, cash flow, customer churn, and more. This allows you to quantify your company’s performance and demonstrate the effect of company actions or changes.

### 3. Put the results to work improving your business

Not every business knows what to do with the information they’ve gleaned. Only Allegiance incorporates a system of predictive analytics that acts as your company’s crystal ball. Using your history of customer feedback and company performance, our engagement experts can show where you can achieve the best ROI for your time, energy and money. We’ll recommend a plan of action based on your company’s drivers and proven efforts that we have seen work.

## A big idea that’s part of a bigger solution

Customer-oriented solutions are just part of the overall Allegiance Engage platform. We also apply our technologies and service expertise to Employee engagement and Enterprise Feedback solutions. Ask about solutions that will complement your customer loyalty 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](http://www.allegiance.com).  
To demo a product or contact Allegiance sales, call 801.617.8000.

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