

Mobile Feedback Management

Customers are mobile, and so is their feedback. Recent research shows that 74.4% of retailers expect to have SMS messaging systems deployed in their organizations by 2011. As more and more consumers choose to communicate via mobile, are you listening and responding?



The Growing World of Mobile Texting for Business

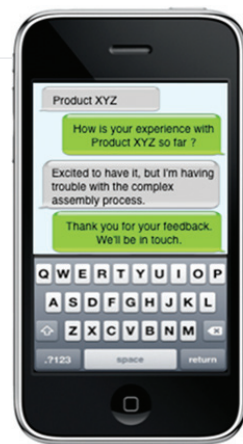
As text messaging, or SMS, usage grows, and best practices suggest that feedback should be captured very soon after a transaction or experience, it becomes natural to allow customers to submit feedback via mobile text/SMS.

In addition, since retailers, restaurants, and other vertical-based companies have a difficult time capturing sufficient survey sample via their traditional receipt-based survey invitations, SMS provides a new channel to augment response rates. SMS may be preferred by the customers as a way to communicate and provide feedback depending on the age and demographic of your customer base. And it helps to emphasize your desire to listen and provide good service to your customers. However, SMS can traditionally be difficult to manage, costly and is one more platform or vendor to manage and integrate.

Allegiance Mobile Text/SMS Feedback Solutions

The Engage platform provides SMS feedback management capabilities. An end user can see a prompt message inviting to text feedback (using a text short code). The Engage platform will see the submission and reply with a 'thank you for your feedback, please tell us more.' The survey is stored, the customer is sent a follow-up text for closure, and the feedback issue is handled as a case within Allegiance Voice as appropriate. You don't need to integrate any new solutions, SMS is handled within a single platform; the Engage platform.

Tell us how we're doing.
Text ProductXYZ to 46789



Engage through mobile feedback anywhere, anytime. It's a great way to extend your surveys into a new channel, engage new demographics, and open up feedback channels.

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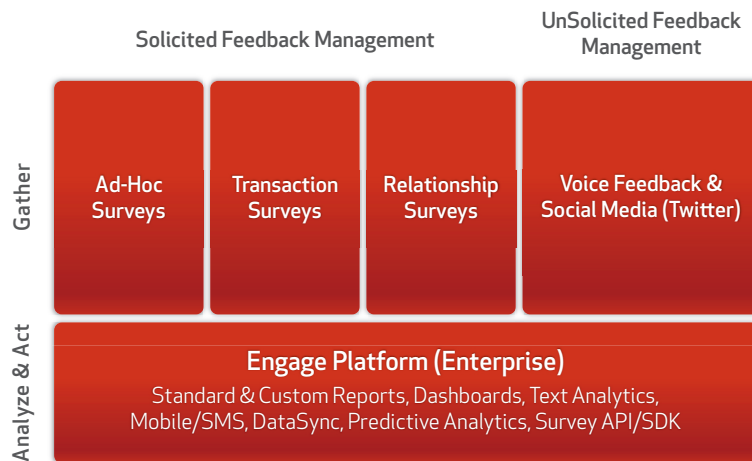
Easy-to-Use Reporting & Analytics

Engineering the world's smartest feedback management solution began in 2008 by talking to the smartest voice of customer managers. Based on focus groups, research and meetings with top interaction designers, we set out to build game-changing technology. If you manage customer or employee feedback, surveys, or research, the Engage platform is for you. Allegiance is the first and the only company to combine critical VOC elements into a single, integrated platform. These elements include an ad-hoc/self-serve survey engine, a transaction survey engine, relationship surveys and unsolicited feedback management, all into one platform with easy-to-use reporting and analytics. The advantages for you are plentiful:

- Easier navigation and intuitive use of features; less time spent on product training for you and others at your company
- Powerful standard reporting out of the box; get insights from your data quickly and easily, and get it from all of your data because it's all in one place
- Easily configure custom reports to meet your exacting requirements

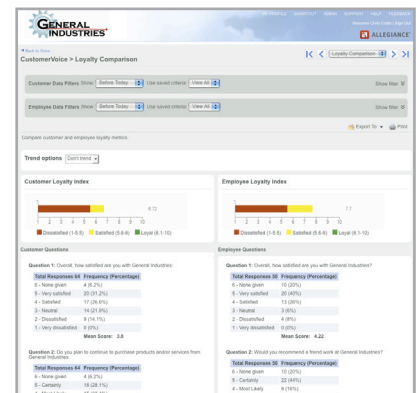
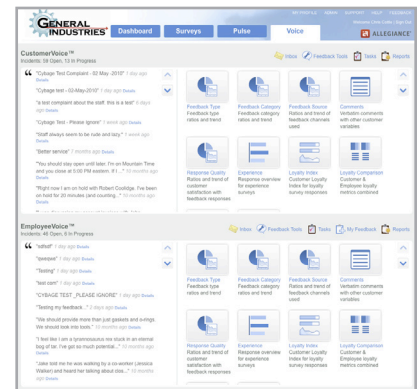
The Engage Platform

The Allegiance Engage platform encompasses a family of solutions that help you listen to the voice of customers and employees across your enterprise. While each solution may be implemented separately to focus on a particular area of need, optimal effectiveness is achieved when Allegiance solutions are integrated and used together.



Professional Services

- A range of consulting services that can be tailored to your company's requirements
- Implementation Consulting assists you in setting up your optimal Allegiance solution
- Our Education Services team provides computer-based and instructor-led training
- Our Customer Support team delivers different levels of on-going support
- Best Practices Consulting Services give you access to our team of Ph.D's, statisticians, loyalty and engagement experts



Allegiance software is delivered primarily as a software-as-a-service (SaaS) offering. It boasts an easy-to-use interface with powerful features that simplify your tasks and bring key insights front and center.

Contact

Request a free demo of the Allegiance Engage platform to see how our solutions can work for you. Visit www.allegiance.com for more details and call a sales representative today at

801.617.8000

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