

## **First Charter adds employee-feedback system**

[First Charter Corp.](#) has installed a Utah company's technology to capture worker feedback in hopes of improving employee retention and loyalty.

First Charter is using [Allegiance Inc.](#)'s ActiveSurvey and EmployeePulse software to gather and analyze data for making decisions on employee issues, as well as for gauging employee attitudes -- and measuring the risk of turnover -- during management or policy changes.

Financial terms of the agreement weren't disclosed.

"Our teammates are clearly one of our most valuable assets," says Kevin Toomb, executive vice president and marketing director for First Charter. "Understanding their needs and concerns will help us achieve our goal of being an employer of choice. We believe that people bank with people. The more satisfied our teammates become, the greater the likelihood that our customers will be satisfied, and that leads to improved financial performance for our company."

Charlotte-based First Charter (NYSE:FCTR), a regional financial services company with assets of \$4.2 billion, is the holding company for First Charter Bank.

First Charter operates 55 financial centers, four insurance offices and 137 ATMs in North Carolina.

Allegiance markets Web-based feedback technology that helps organizations to build customer and employee retention and enhance financial performance.