



National Benchmarking

Pulse of America

See how your engagement indices and drivers compare with our nationwide, census-balanced surveys.

Program Overview

Comparing your organization's customer engagement against a nation-wide benchmark has never been easier. Through continuous pulsing of a randomly-sampled, nation-wide audience, Allegiance constructs engagement metrics of America's customers. Through national benchmarking, you can understand your organizational strengths and weaknesses compared against local, regional, and national competition. Included is an annual review of benchmarking data, engagement trends, and expert insights. Think of this package as an outside-the-box, analytical perspective for your organization.

Program Step-By-Step

A subscription to the National Benchmarking Review consists of a quarterly review of new insights gained from the Allegiance Pulse of America survey and continuous access to the Pulse of America data for your industry.

Our quarterly updates keep your leadership informed of national and regional engagement trends for large and small companies. Also, we pass along any supplemental analysis, studies, or findings that arise from the survey. New ideas and insights consistently emerge from the data. All year long you can access the information from our nation-wide, representative sample, similar to the way you access your own company's data.

Program Elements

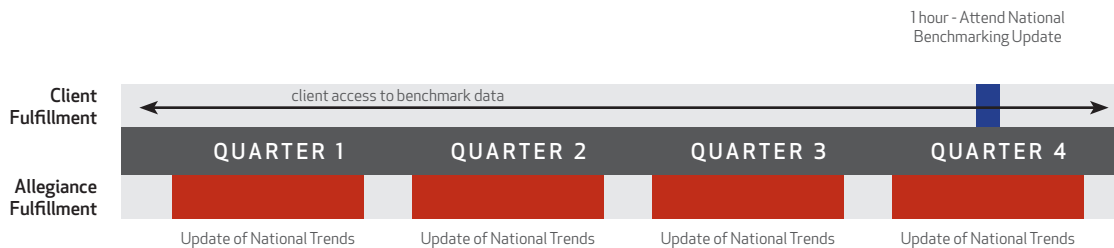
- National benchmarking of Allegiance indices, drivers, and qualitative data
- 24x7 access to national Pulse data
- Annual conference call with experts for interpretation and insight

Who Should Use This?

Sr. Management, Market Researchers, Human Resources, Analysts and Planners

Typical Fulfillment Time

Continuous + 1 hour per year



"Often times, once companies collect their customer and employee feedback, they uncover important issues, challenges or problems that are critical to their business success. Allegiance can help you develop a detailed action plan based on your feedback data findings that you can use to address those challenges as well as achieve your company's goals and objectives."

- Greg Heaps, VP Professional Services, Allegiance

For more information, visit www.allegiance.com or contact Allegiance Sales at 801.617.8000.

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