



**For Immediate Release**

## **Allegiance Engage Platform Receives 2007 Product of the Year Award From *Customer Interaction Solutions*<sup>®</sup> Magazine**

*- Engage Enterprise Feedback Management honored for ability to link customer and employee engagement to business outcomes -*

**SALT LAKE CITY – December 11, 2007** — Allegiance, Inc., a premier provider of Enterprise Feedback Management (EFM) solutions, announced today that its [Engage platform](#) has received a 2007 Product of the Year Award from Technology Marketing Corporation's (TMC<sup>®</sup>) *Customer Interaction Solutions* magazine ([www.cismag.com](http://www.cismag.com)), the leading publication covering CRM, call centers and teleservices since 1982.

The Allegiance [Engage platform](#) helps companies gather and respond in real-time to customer and employee complaints, comments, and suggestions. Allegiance Engage creates a two-way dialogue with customers and employees and measure their emotional connection to the company. It goes beyond typical solutions that center solely on performing and managing surveys by using [leading indicators](#) and predictive technology to tie soft data to hard business outcomes.

"We are very proud to be recognized by Customer Interaction Solutions as an innovative product in the emerging field of Enterprise Feedback Management," said Adam Edmunds, Allegiance CEO. "Engage measures customer and employee engagement, which provides companies with a way for them to create a competitive advantage that can not be challenged."

"Allegiance has proven they are committed to quality and excellence in solutions that benefit the contact center experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from Allegiance in the future," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of *Customer Interaction Solutions*.

The 10<sup>th</sup> Annual Product of the Year Award winners will be featured in the January 2008 issue of [Customer Interaction Solutions](#) magazine. For more information about the *Customer Interaction Solutions*' 2007 Product of the Year Awards or any of the TMC media properties, please visit [www.tmcnet.com](http://www.tmcnet.com).

Allegiance company and product awards can be accessed at [www.allegiance.com/awards](http://www.allegiance.com/awards).

## **About Allegiance**

Allegiance, Inc. is the premier provider of [Enterprise Feedback Management](#) (EFM), solutions that drive growth and increased profitability through improved [customer loyalty](#), [employee retention](#) and engagement. The Allegiance [Engage Platform](#) is a suite of web and phone-based solutions joined with best practices consulting that allow companies to measure and manage customer and employee engagement across the enterprise. The components of The Engage Platform are customizable to each company's needs and offer management tools and predictive analytics that link employee and [customer engagement](#) to real business outcomes. Allegiance serves customers of all sizes across a variety of industries. Allegiance is a privately owned company based in South Jordan, Utah. For more information about Allegiance, visit <http://www.allegiance.com> .

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## **About Customer Interaction Solutions**

Since 1982, [Customer Interaction Solutions](#) (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. *CIS* magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, *Customer Interaction Solutions* strives to continue to be the publication that holds the quality bar high for the industry. Please visit [www.cismag.com](http://www.cismag.com).

## **About TMC**

Technology Marketing Corporation (TMC) publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [IMS Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 6,000 most visited Web sites in the world by alexa.com\*, TMCnet serves as many as three million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), and [Call Center 2.0 Conference](#) and [Green Technology World Conference](#). For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com). (\*alexa.com is an amazon.com company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.) For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

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