

Social Media Feedback Management



Customers are mobile, and so is their feedback. So much of what is being said today about your company is not being said directly to your company today. That's because customers are speaking to other audiences through social media using easy modes of communications to broadcast their thoughts, positive or negative.

Are you Listening to the Social Voice?

Monitoring and managing social media conversations is key to several important areas for any business:

- **Monitor Brands:** Organization's brands are being discussed (both positive and negative)
- **Monitor Experience:** Organizations can monitor specific experiences customers are having
- **Reach Customers:** Organizations can use Social Media as another way to reach out to customers (old and new)
- **Credibility:** Organizations can use Social Media to affect credibility and reputation

Introducing Allegiance SocialVoice™ for Twitter



Allegiance has pioneered a solution that's ideal for VOC managers tasked with monitoring social media. Starting with Twitter in the Engage platform, VOC managers can easily monitor tweets and respond as needed, either automatically or manually as desired, using Allegiance SocialVoice for Twitter.

Responses to relevant Tweets include an invitation to 'provide us more feedback'. Responses are tracked using the Allegiance Voice case management system, offering the ability to track and manage further dialog in a private setting; away from the view of the world in social media. This service saves you time, money and work by eliminating the purchase of expensive, less effective social media monitoring vendors.

- Automatically monitor Tweets within Allegiance SocialVoice for Twitter
- Create specific 'Search Topics' that allow you to cut through the clutter
- Respond to relevant Tweets with an invitation to provide more feedback
- Manage further dialog/discussion in private through the Allegiance Voice application
- Save time, money and work by eliminating the purchase of less effective social monitoring tools



Structured feedback and responses allow you to listen and engage.

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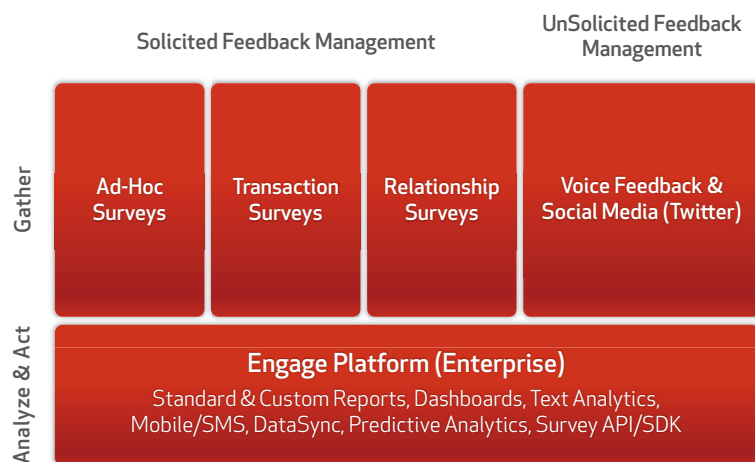
Easy-to-Use Reporting & Analytics

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

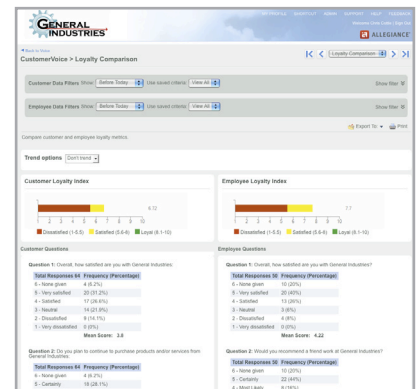
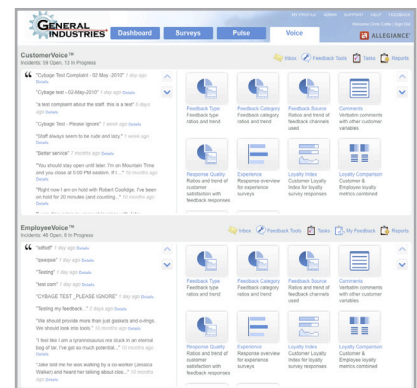
The Engage Platform

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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