

# Survey Suite



## A SMARTER WAY TO SURVEY

Focus groups and written surveys can be a great boon to your organization. You get a first-hand glimpse of what people really have to say about a product, service, or need. However, this information gathering takes time—time to develop the questions, time to organize response groups and moderators, and time to tabulate all the feedback. After you’ve finally implemented and analyzed the responses, the issues may already have changed. Allegiance can give you the thoroughness you want, with the time and cost efficiencies you need.

### Get the right information—right now

The Allegiance Survey Suite is comprised of a wide range of online questionnaires that can help your organization quickly gather quality information about a specific topic. The ActiveSurvey tool lets you choose your audience—whether a tightly controlled subgroup or a more random selection—and proactively send them a survey via email. The interface is so intuitive and easy, participation often greatly exceeds that of paper-based or phone-system surveys. Rolling up the results is much quicker, too. While focus groups, traditional surveys, and paper questionnaires can take weeks to analyze, ActiveSurvey lets you see the data immediately, and in the type of report you choose.

### Surveys to fit your exact needs

Putting surveys from the Allegiance suite into action is simple. Pre-tested questionnaire templates are available in categories that businesses request the most and in which they find the information to be most valuable. You can use these templates as is, or customize your own set of questions. You can even build off of surveys you’ve used before to more finely hone the data you wish to receive. Each survey template was developed in conjunction with a team of research experts to qualify the questions themselves. You’ll find more than 30 ready-to-use templates in the categories of:

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|----------------------------|-------------------------------|
| <b>Banking and Finance</b> | <b>General Business</b>       |
| <b>Human Resources</b>     | <b>Web-related Surveys</b>    |
| <b>Customer Service</b>    | <b>General Survey Samples</b> |

### Take advantage of real-time responses

Finding out what your customers, employees, or the general public has to say can make a tremendous impact on your business—and your profitability. You can use the Survey Suite functions and reporting capabilities to:

- **Make timely decisions** using feedback that’s up to the minute
- **Gauge current attitudes** of any audience and use the input to make improvements to performance, a service, or product
- **Increase profitability** by quickly responding to measurable customer input


### A crucial part of company engagement

By proactively addressing your customers, employees, partners, or other groups, you show your organization is truly interested in their feedback. When you act on this input, that loyalty is deepened—your audience becomes engaged. You can track the information you receive from ActiveSurvey alongside finite measurements such as sales and profitability. These numbers can be a tangible way to monitor public perceptions, act on consumer suggestions or concerns, and use the information to effectively steer your organization to a better bottom line.

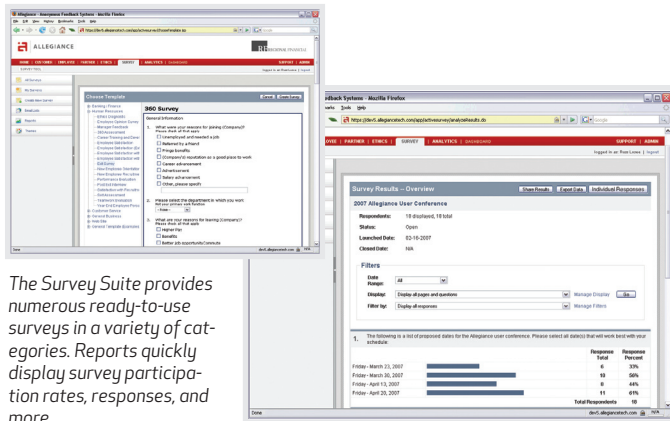
### What our customers think

*“Thanks to Allegiance, our products are more aligned with what our customers want—and as a result, we sell more and have fewer complaints. We can’t live without it!”*

– Dave Nelson, Marketing Manager, Xactware

 <p><b>SURVEY SUITE</b></p>	 <p>ActiveSurvey</p> <ul style="list-style-type: none"> <li>• Proven survey templates</li> <li>• Customization options</li> <li>• Quick creation and distribution</li> <li>• Data aggregation and reports</li> </ul>	 <p>Professional Services</p>
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# Survey Suite



The Survey Suite provides numerous ready-to-use surveys in a variety of categories. Reports quickly display survey participation rates, responses, and more.

## What the system brings to you

The Survey Suite provides several templates to measure the feedback of specific groups you choose. But it's the suite's reporting tools that make the data invaluable. The tools in ActiveSurvey alone tabulate responses and provide a variety of reports in an instant. When you purchase the Enterprise version of the Survey Suite or as part of the TotalEngage Suite, your data is automatically integrated with feedback collected from other Allegiance products. Trends are monitored, and if there's a potential trouble spot, it's immediately reported to you.

### The Survey Suite lets you take advantage of:

- **Proven survey templates** that collect the most frequently requested types of information for your business
- **Customization options** when you need particularly specific answers
- **Branching and question typing** that direct the progression of questions according to the respondent's answers
- **Quick creation and distribution** of surveys and control of the audience that receives them
- **Aggregated data and organized reports** of survey responses
- **Online links** to your survey that can be posted anywhere

### Get more insight from our experts

To make the feedback you glean from your Survey Suite even more powerful, Allegiance can augment your solution with Professional Services. Our Ph.D.-led teams include published experts in engagement, loyalty, analytics, and marketing. They will help you make the most of your collected data through services like Implementation, Training and Education, and in-depth Best Practices consultation.

For more information, visit [www.allegiance.com](http://www.allegiance.com)  
To contact Allegiance Sales, call 801.617.8000

## How is the Engage Platform different?

- Only Allegiance correlates your predictive indicators with your business outcomes and key economic drivers
- Surveys are designed and tested by a team of Ph.D. experts
- You can track all engagement activities on a case-by-case basis
- Allegiance will benchmark your customer engagement against peers
- Enterprise suites merge the data of all tools into one convenient dashboard
- Only Allegiance offers complete engagement solutions for Customers, Employees, Surveys, and Ethics, with supporting Professional Services. Get them all in the TotalEngage Suite and see what's happening across your entire enterprise

## Choose the suite that's right for you

The Survey Suite is offered in two levels. Our Professional Suite lets you choose one category of survey templates: Banking and Finance, Human Resources, Customer Service, General Business, Web-related Surveys, and General Survey Samples. For organizations desiring even more control, the Enterprise Suite gives you access to all of the templates in all categories, plus it correlates the data with other Allegiance products and rolls the analytics into one dashboard.

## A big idea that's part of a bigger solution

The Survey Suite is just one of many within the Allegiance Engage Platform. We also deliver products that extend to customer engagement, employee engagement, and in-depth ethics reporting. Together, this family of innovative feedback solutions can give your company a global approach to achieving long-term success. Ask about other suites in addition to the Survey Suite—or see how our TotalEngage Suite can affordably bring you the benefits of all.

### The Allegiance Family of Solutions



The Allegiance Engage platform delivers convenient, cost-effective Software as a Service (SaaS) solutions. They require no hardware or IT support.

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