



October 22, 2007--**EFM Solutions Provider Allegiance Identifies 'Top Nine Ways to Increase Customer Loyalty' in New White Paper**

By [Patrick Barnard](#)

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Enterprise Feedback Management (EFM) solutions provider Allegiance Inc. has released a new white paper which identifies “Nine Ways to Increase Customer Loyalty” to keep customers from suddenly and inexplicably defecting.

The white paper backs up recent industry research which shows that the reason most customers leave has nothing to do with a company’s product – and that in fact, most people say they are satisfied with a company’s product(s) or service(s) right before they leave.

“Companies are losing customers at a staggering rate without really hearing from them or understanding why,” said Kyle LaMalfa, Allegiance best practices and loyalty expert. “By identifying what drives customer loyalty and engagement, companies can begin to develop best practices that will have a direct impact on customer retention and profits.”

Allegiance is a leader in EFM, a new and emerging space in which companies use electronic surveys and other feedback systems to gather opinions from customers and employees alike and then analyze the responses to drive key business decisions. In some ways it is like Customer Relationship Management (CRM), but EFM is different: While CRM is uses mostly quantitative data to reveal the “who,” “what,” “where” and “when” about your customers, based on their past interactions, EFM is used to discover the “why” based on your customers’ emotional responses to survey questions, which are typically delivered post-transaction on the Web or on the phone.

EFM can be viewed as an extension, or enhancement to CRM, in that it is a way of taking “soft” data, such as your customer’s perceptions of your company, and tying it to the hard data in order to make better informed business decisions. Many will tell you that EFM is a discipline unto itself, simply by way of the fact that it achieves things that CRM alone cannot. By understanding the emotional reasons why your customers want to stay with you (or leave you), and the emotional reasons why your employees want to stay in their jobs (or leave their jobs), you can improve customer loyalty and achieve better retention rates, which in turn leads to higher profits.

Utah-based Allegiance is a small tech firm carving out new territory in this space. It offers hosted EFM solutions that drive growth and increased profitability through improved customer loyalty, employee retention and “engagement.” The company

recently announced the launch of its Engage Platform, which it claims is the first system to link employee and customer loyalty and “engagement” to profits. The SaaS ([News - Alert](#)) solution helps companies gather, analyze, and respond in real-time to customer and employee complaints, comments and suggestions.

“Every year, companies are losing a lot of customers and lot of employees -- no big secret there,” said Chris Cottle, Allegiance’s VP of marketing, during a recent interview with TMCnet. “A lot of them leave because of poor service -- and what I find interesting is that it’s not necessarily about price or quality of product, it’s really about quality of service. People will tell you that they are in business with a company for the product, but what they really stay in it for is the relationship they get. And if they get offended, they take off and they probably won’t tell you, they’ll just high tail it out of there. There’s a recent survey I saw that found that most people say they’re satisfied or very satisfied with a company just before they leave.”

So you want to know about the ‘Nine Ways?’ Well, sorry, you can’t read about them here. You’ll just have to check out the [press release](#) announcing the new white paper.

And for more information about Allegiance, visit [www.allegiance.com](http://www.allegiance.com).

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