



Text Analytics

Amp up your feedback insights. Every day your customers are telling you how to improve your products and services and how to keep their loyalty, but is anyone at your company listening?

Understand the “Why” and the “Rest of the Story”

We live in a conversation-driven world where customers want to have a relationship with their brands. Without understanding direct customer feedback provided in narrative text you can't truly understand VOC. For survey feedback, analyzing the verbatim responses provides insights as to 'why' respondents gave the answers they did filling in the 'rest of the story'. Without reading and summarizing the actionable insights from customer comments you're only getting part of the story.

Get the Insights of Open-Ended Text, Without the Pain of Manual Processes

Allegiance text analytics is based on sophisticated NLP based technology, but delivers it in an easy-to-understand manner that is fully integrated with your quantitative data. Allegiance text analytics includes industry-specific customizations to understand the language, terminology and idioms of your business. Analysis of verbatim comments should not be limited due to the quantity or variety of responses—Allegiance can read every verbatim and determine the key concepts and topics resulting in actionable insights for improving customer loyalty, product quality, customer service, etc.

Allegiance integrates all forms of customer feedback, including free form comments, into one, easy-to-understand reporting environment. With Allegiance you get mainstream text analytics technology already integrated with your survey and reporting tools, making analysis and insights easy and fast.

The Benefits of Text Analytics

Text analytics is opening up an entire new realm of analysis for VOC practitioners. Allegiance has developed a VOC program based on industry leading technology that incorporates structured and unstructured customer feedback from multiple channels into a centralized system for analysis and action. In effect, Allegiance allows companies to do primary customer research through surveys and secondary research using NLP-based text analytics technology, then integrates both into one feedback platform. The power of text analytics will allow you to quickly and accurately identify actionable issues and then adapt in real time by taking immediate steps that will boost customer retention, differentiate your business and quickly grow revenue.

TURN THIS

“I wish there were more tellers.”
“The smart check reader is quite a time saver.”
“The ATM numbers have all worn out.”
“I've been using this bank for 20 years and the service has deteriorated.”

[UNSTRUCTURED DATA]



INTO THIS



[STRUCTURED DATA]

Text Analytics

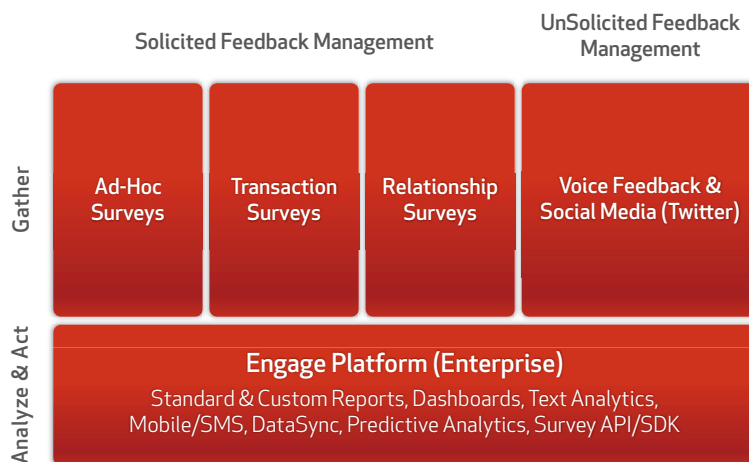
Easy-to-Use Reporting & Analytics

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

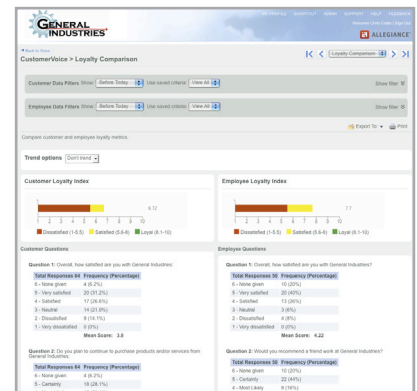
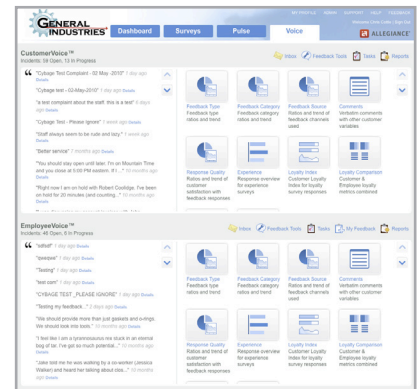
The Engage Platform

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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