

TotalEngage Suite



THE POWER OF ENGAGEMENT

Engagement. As a word, it's unfamiliar to many businesses, yet its effects are felt every day. Lack of engagement causes employees to be ambivalent and customers to turn elsewhere. However, organizations that welcome people's feedback, that respond to their input—that are engaged—show a positive impact not just in their culture, but in their bottom line. You can have two-way communications that improve your profits, too. Allegiance can show you how.

A complete solution for complete engagement

The TotalEngage Suite is a family of web-based Enterprise Feedback Management (EFM) tools and services designed to help you engage and develop long-term loyalty with customers, employees, and the public at every interaction point. TotalEngage includes all of the powerful products from Allegiance:

CustomerVoice and EmployeeVoice

Two turnkey feedback systems that sit seamlessly on your existing website, kiosks, teller terminals, or other interaction points. By just clicking a link, customers or employees can share comments about their experiences or expectations—and you'll get them in real time.

- **Increase feedback** since it's easy and un-intimidating
- **Act on criticism or compliments immediately**—even unhappy customers are shown to return if their concerns are addressed right away
- **Improve workplace culture** by showing your commitment to concerns
- **Build customer loyalty and reduce employee turnover** by proving you listen and respond

CustomerPulse and EmployeePulse

A specialized online questionnaire developed by loyalty experts, CustomerPulse and EmployeePulse let you approach a sampling of customers or employees via email. Their answers give an of-the-moment snapshot of impressions of your business. Used regularly, these products will reveal a "20/20 Vision" of your company's performance.

- **Predict future consequences** by understanding attitudes right now
- **Correlate customer responses and employee feedback** with quantifiable measurements like profitability
- **Track trends** and match them to company actions

ActiveSurvey

A customizable online questionnaire that you proactively send out to the audience you select. Use it to gauge responses to current services or company changes before you put them into play.

- **Get greater response** thanks to convenient and easy online interaction
- **Roll up the feedback** in a variety of reports
- **Get the results immediately**—not after days or weeks of compilation

MysteryShopper

An experience-tracking tool that lets you monitor services through the customers you already have.

- **A more realistic picture** since participants know your business, and employees don't spot them as "fakes"
- **Measure employee attitudes, store procedures, etc.** from a customer's viewpoint
- **Strengthen customer relationships** by including them in your improvement process

SilentWhistle

A web and phone-based "hotline" system and feedback channel. It provides a way to internally identify threats of fraud, harassment, and policy violations while also becoming compliant with governmental whistle-blowing requirements.

- **Mitigate risk** by discovering problems early on
- **Protect anonymity** and provide a safe communications channel
- **Fulfill Sarbanes-Oxley 301** whistle-blower hotline requirements

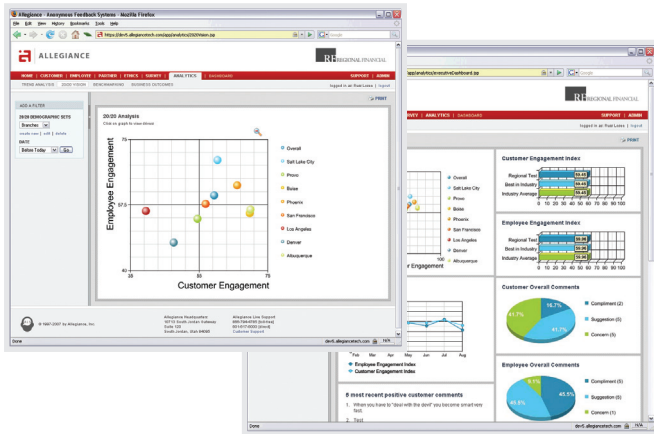
What the experts say

Businesses with even moderate levels of both customer and employee engagement are, on average, more effective financially than units with very high levels of only one form of engagement. Those who have both command a 23% premium in share of wallet, profitability, revenue and relationship growth.

— Harvard Business Review, 2005



TotalEngage Suite



The Enterprise executive dashboard gives you an at-a-glance view of feedback results from all Allegiance products. You can track progress across all locations and audiences of your enterprise.

What the complete system brings to you

Allegiance helps you look at your organization from every perspective—the customer's, an employee's, the public's—and from management's view as well. The Allegiance Engage Platform transforms all the feedback you collect into meaningful reports. You can see interaction all across your enterprise by taking advantage of:

- **Aggregated data and organized reports** of complaints, suggestions, and compliments
- **Warning reports** when customer or employee feedback trends in certain areas
- **Benchmark data** among peers so you can compare your performance
- **Proven survey templates** that collect the most frequently requested types of information
- **Customization options** when you need particularly specific answers
- **A level of detail you control** in reports that are easy to drill down

See everything across your entire enterprise

The reporting capabilities listed above are included in the Professional version of TotalEngage; they will quickly become invaluable to you as they identify the effects of engagement. You can amplify this power even more with the Enterprise level of the suite. The reporting features you'll control using our exclusive ROI executive dashboard extend across each Allegiance product and tie all the results together in integrated reports. You'll enjoy unlimited survey templates, a more robust number of ethics alerts, plus, you can see analytics from every suite rolled up into a single executive dashboard. The Enterprise version gives you a unique ability to see and manage loyalty and engagement levels with all of your audiences at once.

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

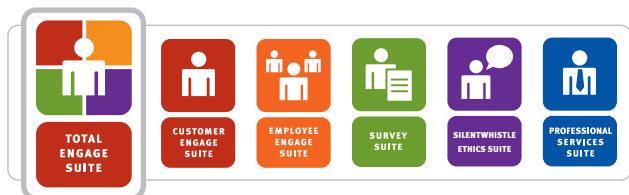
Get more insight from our experts

To make the feedback you glean from your TotalEngage 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.

A big idea that's a bigger value

TotalEngage employs the full Allegiance Engage Platform to bring you all of our products in customer engagement, employee engagement, ethics management, and online survey systems. Together, this family of innovative feedback solutions can give your company a global approach to achieving long-term success—and it's more affordable than you might think. Even if you're primarily interested in just one aspect of the Engage Platform, ask for a cost comparison of purchasing the full TotalEngage Suite. The value is sure to please you—and the global feedback you'll get will become an advantage you won't want to go without.

THE ALLEGIANCE ENGAGE PLATFORM SOLUTIONS FAMILY



For more information, visit www.allegiance.com. To demo a product or contact Allegiance sales, call 801.617.8000.

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