



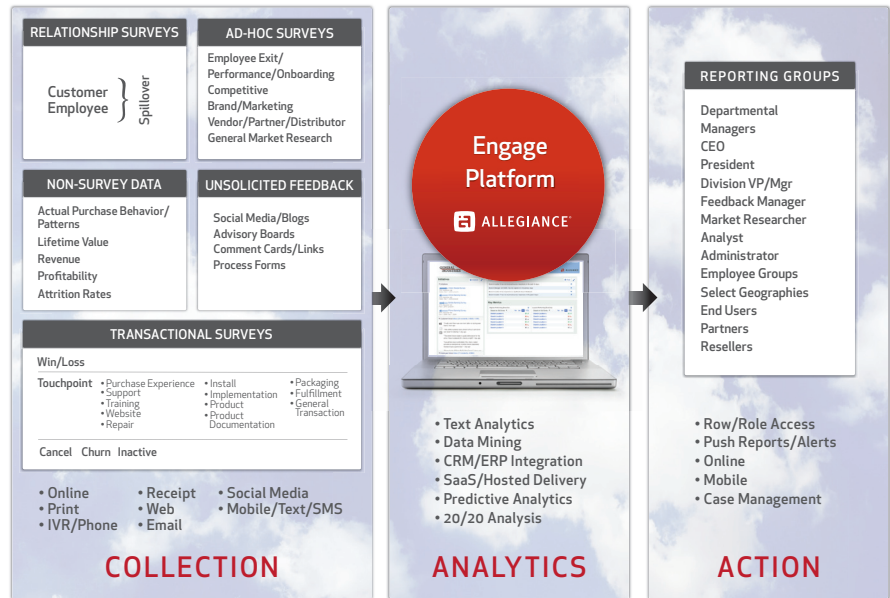
Voice of Customer Programs

Happy customers start with good listening. Are your customers speaking directly to you about your business, or are they talking to their friends or even to strangers? Are you listening and responding, no matter when or where they give feedback?

Get Customer Feedback in Real Time

Allegiance gives you the opportunity to know what your customers are thinking the moment they communicate with you. The Allegiance Engage platform puts you in touch with the Voice of the Customer (VOC) via:

- Web links
- Receipt-based surveys
- Online comment portals
- Email surveys
- Telephone hotlines
- Mobile text/SMS feedback
- Social media feedback management
- Solicited and unsolicited customer feedback



The Ultimate VOC Platform

With the Allegiance Engage platform, you can literally see a customer's comment moments after it arrives—from anywhere across the enterprise. Imagine a customer's reaction when a complaint is addressed and resolved within minutes or hours instead of weeks or months. That's what builds loyalty. That's what makes customers come back to you again. Allegiance helps you achieve this high level of customer engagement by providing all of the key VOC and feedback management elements in a single, integrated platform, including:

- The industry's best reporting, combined with a simple and clean user interface to make organizing and getting value from your feedback data easier than ever

- Text analytics to help automatically turn unstructured data into structured data and insights
- Surveys that proactively request customer input at moments where it matters most
- A real-time connection to customer comments, suggestions and complaints, with the ability to easily respond and resolve issues
- Relationship-based "pulse checks" of customer impressions and sentiment at any given moment
- Professional consulting to help design the right plan for you with the right business impacts

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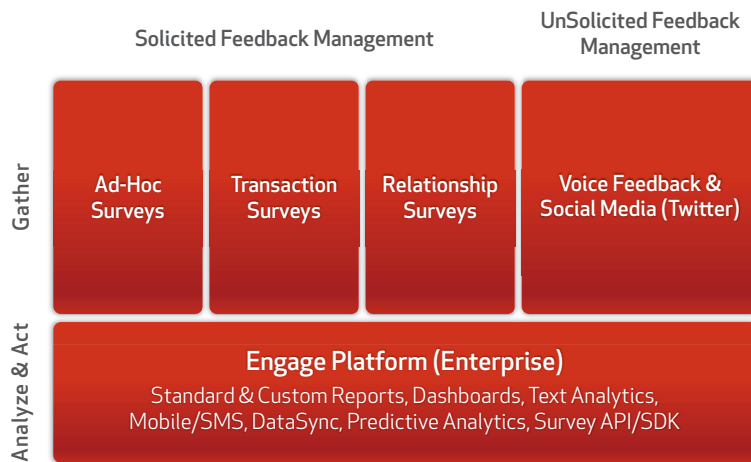
Easy-to-Use Reporting & Analytics

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

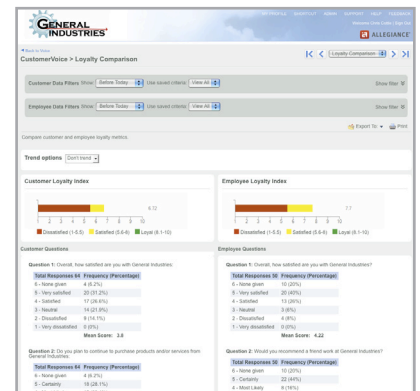
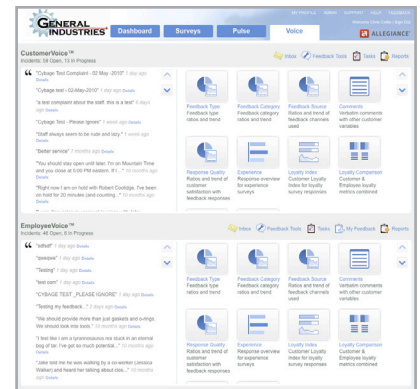
The Engage Platform

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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