



Employee Retention Solutions



Employees First

A great employee seems to do his or her job effortlessly. Yet replacing such a person is anything but effortless—it takes hours of recruiting and training. Finding the right talent is tough and even then, average company turnover is 20-50% a year. Worse, replacing an employee costs as much as 150% of the position's salary. This can be a huge financial and productivity drain for your company. Allegiance can help.



Employee engagement makes the difference

It's a common complaint: "Management is so removed. They don't really get what's going on." Unfortunately, there's often truth to this statement. The result can be high employee turnover that taxes company finances, time, and brand perception. But there is a way to better communicate with employees, to keep a pulse on their stresses and passions, and to keep them committed to your organization. When you actively seek out employee input and respond to what you hear, you create a more energized and productive workplace. Even more impressive, engaged employees directly affect customer loyalty and have a proven impact on company profitability.

That's a result Allegiance can help you achieve.

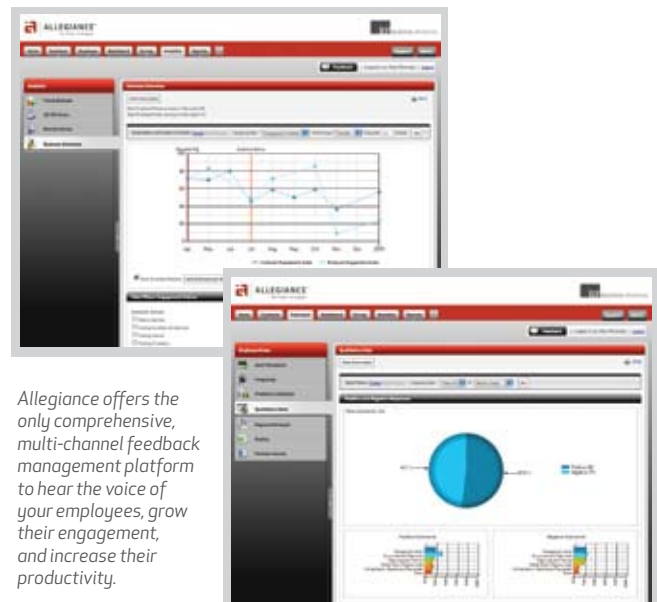
Attract and keep the best employees

With a nascent exodus of baby boomer retirees and increasingly specific talent needs, global competition for top employees is already fierce. But hiring the right people is only the beginning. Many employers are surprised to hear that the biggest beef people have at their jobs is not enough acknowledgement of their work. In fact, industry studies show that 79% of people leave their job for that very reason. The solution is quite simple: listen to employees and demonstrate that you value their input.

Allegiance is an Enterprise Feedback Management (EFM) system that makes it easy to hear employees' passions, stresses, and ideas—plus have the ability to react quickly. By listening to front-line workers companies learn ways to improve their processes, keep employees enthused and productive, and drastically cut the costs and hassles of staff turnover.

Allegiance makes it easy for employees to share input via:

- Links on your website, intranet, employee terminals, and other interaction points
- "Pulse checks" of employee mindsets at any given moment
- Professionally designed surveys that proactively request employee input
- Solicited and unsolicited feedback channels



Allegiance offers the only comprehensive, multi-channel feedback management platform to hear the voice of your employees, grow their engagement, and increase their productivity.

Employee engagement equals greater customer loyalty

While the real costs of recruiting and training, and the effects of disengaged employees can be seen on the company balance sheet, a forgotten expense of employee churn is the negative impact on customer relationships. Industry estimates point to a 60% loss of customers due specifically to perceived employee indifference. And sadly, the majority of customers who have a bad experience and no company follow-up won't return.

The flip side of employee mindset also holds true: 41% of customers credit their loyalty to a business because of positive employee attitudes. It's essential to know that your workforce reflects company values and attitudes. When you use the Allegiance Engage platform to feel out

Employee Retention Solutions

employee opinions, frustrations, and experiences, you can literally tie this feedback to quantitative sales and profitability data. Allegiance helps you strengthen your customer base by strengthening your employee relationships.

Engaged employees are essential to profits

Employee communications may seem like a lesser priority when companies are fighting for sales in a tight economy. However, *Harvard Business Review* notes that businesses are more likely to grow when employee opinions of the company are better than the customers'. One major retailer found that just a 1% increase in employee commitment translated into a 9% increase in monthly sales.

Using Allegiance Employee Retention Solutions can make all the difference:

- Firms with engaged employees have increased operating income 19% per year
- Engaged employees are 87% less likely to leave their jobs
- They are 43% more productive and more likely to promote the business
- They have a direct affect on customer loyalty
- Engaged employees are directly linked to better sales
- Engagement promotes a positive brand perception

How Allegiance Employee Retention Solutions work

The Allegiance Engage platform includes a range of Enterprise Feedback Management (EFM) tools that will help you engage your employees—as well as customers, vendors and partners if you choose. More than just collecting feedback, Allegiance integrates simple interfaces with powerful analytics and expert Professional Services to help guide you to better performance and greater profitability.

1. Gather quality feedback quickly

Employee feedback may include surveys, questionnaires, and unprompted comments. Allegiance collects them all into a centralized system that automatically “sorts” feedback into categories—and even accelerates pressing issues to upper management right away. There’s no digging through stacks of suggestion-box cards or wondering what to do with random emails. Allegiance takes in the data, lets you see it instantly, and unlike one-shot surveys, lets you keep your eye on how things are going all the time.

2. Analyze data for meaningful insights

Getting feedback from employees is one thing, but interpreting it can be quite another. The powerful Allegiance dashboard shows where you’re doing well and areas that are underperforming. Our Professional Services team can help you identify items that are causing satisfaction or dissatisfaction at this moment, plus track trends over time. You’ll be able to see

the loyalty drivers that are unique to your organization and align “soft” feedback data with hard numbers such as sales growth, employee turnover, and more. This allows you to quantify your company’s performance and demonstrate the effect of company actions or changes.

3. Put the results to work improving your business

Not every business knows what to do with the information they’ve gleaned. Only Allegiance incorporates a system of predictive analytics that acts as your company’s crystal ball. Using your history of employee feedback and company performance, our engagement experts can show where you can achieve the best ROI for your time, energy and money. We’ll recommend a plan of action based on your company’s drivers and proven efforts that we have seen work.

A big idea that’s part of a bigger solution

Employee-oriented solutions are just part of the overall Allegiance Engage platform. We also apply our technologies and service expertise to Customer engagement and Enterprise Feedback solutions. Ask about solutions that will complement your employee retention efforts—and see how the full Allegiance Engage platform 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.

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

© 2009 Allegiance Inc. All rights reserved.