



# Engagement Boot Camp

## Foundation

**Overview of contemporary, interactive, customer and employee engagement environment and personalized software training.**

### Program Overview

The myriad of metrics, factors, causes, and effects of customer satisfaction and loyalty can be overwhelming to many. This one-day workshop creates a solid foundation for your organization to rationally think about, clearly talk about, and effectively act upon engagement data. The boot camp includes an in-depth review of effective processes for problem resolution; engagement drivers, tactics, indices and what to do about them; case studies of how these ideas have been used to drive corporate policy; and, tips for communicating findings to help decision makers weigh the costs and benefits.

### Program Step-by-Step

Research has shown that a customer who has an issue resolved quickly and appropriately are more loyal than customers who never experienced a problem at all. Getting the right processes in place for complaint management is critical. Furthermore, leveraging complaints as a strategy for business process improvement maximizes complaint management to its full potential.

The Allegiance Engagement Boot Camp will reveal the best practices needed for gathering and acting upon complaints. Without clear concepts about the outcomes of complaint management, it is difficult to agree on what should be done to improve them. Furthermore, there may be a lack of clarity regarding what really drives people to become emotionally engaged. Allegiance will give you a solid foundation to speak the same language within your organization.

We will share case studies about how engagement data can be used to drive corporate policy, and we will help empower your team to communicate findings through your organization to the right decision makers. The power to create engagement outcomes depends on your ability to clearly express which tactics have maximum benefit. This course will jumpstart your understanding of these foundation elements, and you'll start seeing more clearly what changes need to happen and how they will impact your business.

### Who Should Use This?

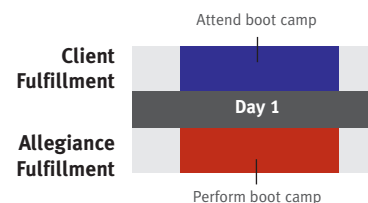
HR, Customer Care, Marketing Leadership and System Administrators

### Typical Fulfillment Time

1 business day

### Program Elements

- “What is Engagement?” workshop communicating the conceptual elements of satisfaction, loyalty, engagement, action items, drivers and indices
- Positive Economics of Engagement workshop detailing the direct & indirect economic benefits of engagement
- Engagement Best Practices workshop
- Cultivating a Culture of engagement workshop and planning session



“Doing surveys is one aspect of gathering feedback, but going beyond analytics to actually using the data to affect business outcomes is very powerful. Professional services and consulting is critical to help customers not only collect the right data, but actually understand it and put it into practice in their organization.”

– Esteban Kolsky, Research Director, Gartner, Inc.

**For more information visit [www.allegiance.com](http://www.allegiance.com),  
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