

Enterprise Feedback Solutions



Effective Feedback

ENTERPRISE
FEEDBACK
SOLUTIONS

The concept of feedback isn't new. But traditional survey or focus group efforts are often cumbersome and time-consuming to implement. Departments may not coordinate their programs—or their results—meaning duplicated efforts and costs. And often, by the time feedback is tabulated, analyzed and shared, the input is several weeks (if not months) old. Hearing the voice of your customers and employees is essential to business success. But to be truly effective, a feedback program needs to be ongoing, unified, and timely enough for you to act upon. That's where Allegiance can help.

A comprehensive feedback solution

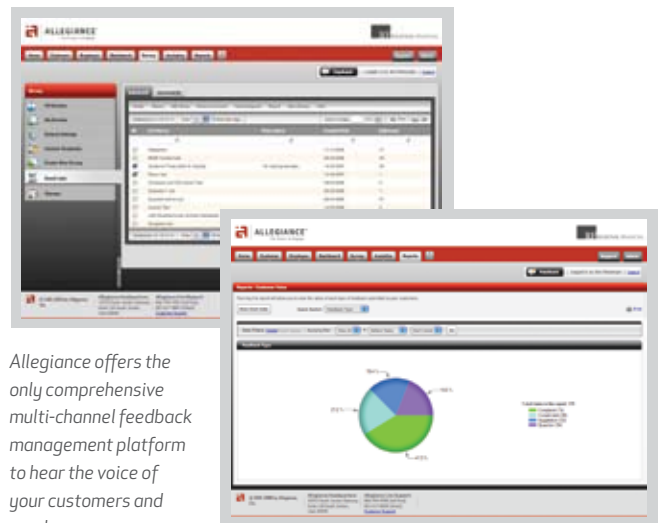
Allegiance offers an Enterprise Feedback Management (EFM) system that centralizes feedback collection onto a single platform. Considering that the average company may use as many as 35 different tools to gather data from different audiences, Allegiance simplifies this process tremendously. Our feedback solutions can be used and shared by every department, survey and feedback programs can be customized for higher quality feedback, and the end result can mean greater profitability overall.

Greater versatility means better quality feedback

If you've ever developed a feedback or survey program before, you know it takes time to create a correct strategy, time to design questions and organize audience groups, and time to tabulate the results. Many feedback systems are limited in their flexibility, scale, and approach. Some boast only a simply survey tool, while others don't integrate data or accommodate your objectives. Most do not show results across multiple channels in real time.

Allegiance Enterprise Feedback solutions offer tremendous flexibility to your organization. We offer a deep resource of survey and feedback expertise, including customized programs as well as proven templates that have been developed by experts. What's more, Allegiance lets consumers communicate with you via the channels they prefer. Our surveys can be deployed online, via email, using IVR technology, or any other medium. We offer proven post transaction, exit, satisfaction and promoter feedback programs. We can even help execute your feedback program in multiple languages or customize it to specific cultures or locations. Allegiance Enterprise Feedback solutions offer you:

- The ability to collect actionable VOC data in real time
- Collection and management of both solicited and unsolicited feedback
- Multi-channel feedback programs
- Data that is aggregated in real time as it is received, with real-time filtering
- Dozens of reports that organize, tabulate and analyze survey responses



Allegiance offers the only comprehensive multi-channel feedback management platform to hear the voice of your customers and employees.

- Professional services to help develop survey strategies, support program objectives and analyze results
- Ready-to-use survey templates with customization options
- Branching and question piping for more specific responses
- Quick distribution to tightly controlled recipient lists
- Distributed reporting by user role

Benefit from the voice of your customers, employees, and partners

Companies appreciate receiving a comment about their business. What surprises many though is the realization that the same comment may have been received multiple times—and they didn't know it. By consolidating all feedback onto the Allegiance Engage platform, you'll get a big-picture view of what people are saying in every area.

An important distinction to Allegiance is the ability to receive and roll up input immediately. This gives you a better handle on company actions that

Enterprise Feedback Solutions

are causing positive or negative responses, plus you can act to head off problems right away. A TARP Worldwide research study suggests that up to 70% of customers registering a complaint will return to your business if their issue is resolved. That number increases to 95% if they feel it's been resolved quickly. Allegiance helps you prove to your customers, partners, and employees that you're listening, that you're interested in their feedback, and that you will follow through with an action. These are just a few of the ways using feedback from across your enterprise can help you improve your business:

- Develop new or improve existing products
- Measure and understand customer satisfaction and loyalty
- Learn about factors that drive purchases
- Identify trouble spots in your organization
- Gauge perceptions of your company
- Make web site content more relevant
- Create or add to market research
- Identify customers for beta testing or special programs
- Measure the effectiveness of advertising or promotions

Increase your company's profitability

Simply consolidating your feedback collection efforts with Allegiance can bring great savings to your organization. Companies have found costs of manual surveying reduced by 70%—equal to hundreds of thousands of dollars. In addition, the act of gathering feedback from customers has been shown to improve profitability in itself. Gartner Research found that companies implementing regular surveys spend 25% less on customer retention while increasing their cross-sell and up-sell effectiveness by 15-20%.

How Allegiance Enterprise Feedback Solutions work

The Allegiance Platform includes a range of Enterprise Feedback Management (EFM) tools that will help you engage your customers, employees, vendors and partners as 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. And, our Professional Services team is also available to assist you with questionnaire development, sampling, and the development of your deployment and reporting strategy.

1. Gather quality feedback quickly

Enterprise 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 collects the data, lets departments throughout your organization see it instantly, and unlike one-shot surveys, lets you keep your eye on customer, employee and partner attitudes all the time.

2. Analyze data for meaningful insights

Gathering feedback 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 real-time analytics or 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. Use the results to create a path for business success

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 company performance plus customer and employee feedback, our engagement experts can show you 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

Survey-oriented solutions are just part of the overall Allegiance Engage platform. We also apply our technologies and service expertise to overall Customer and Employee engagement. Ask about solutions that will complement your feedback collection 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.