



National Benchmarking

Pulse of America

See how your engagement indices and drivers compare with our nationwide, census-balanced surveys.

Program Overview

Comparing your organization's customer engagement against a nation-wide benchmark has never been easier. Through continuous pulsing of a randomly-sampled, nation-wide audience, Allegiance constructs engagement metrics of America's customers. Through national benchmarking, you can understand your organizational strengths and weaknesses compared against local, regional, and national competition. Included is an annual review of benchmarking data, engagement trends, and expert insights. Think of this package as an outside-the-box, analytical perspective for your organization.

Program Step-By-Step

A subscription to the National Benchmarking Review consists of a quarterly review of new insights gained from the Allegiance Pulse of America survey and continuous access to the Pulse of America data for your industry.

Our quarterly updates keep your leadership informed of national and regional engagement trends for large and small companies. Also, we pass along any supplemental analysis, studies, or findings that arise from the survey. New ideas and insights consistently emerge from the data. All year long you can access the information from our nation-wide, representative sample, similar to the way you access your own company's data.

Program Elements

- National benchmarking of Allegiance indices, drivers, and qualitative data
- 24x7 access to national Pulse data
- Annual conference call with experts for interpretation and insight

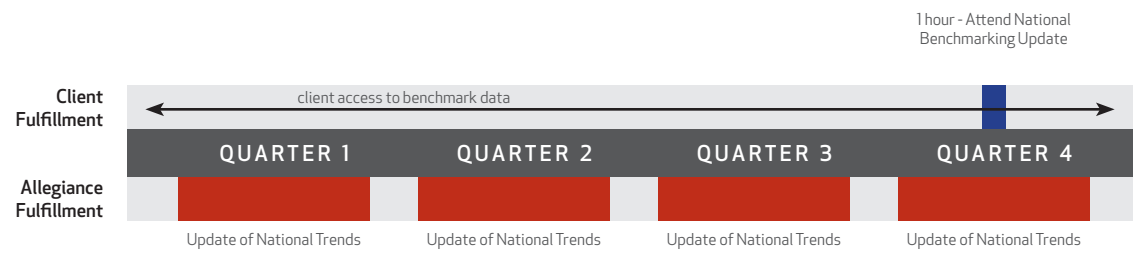
Who Should Use This?

Sr. Management, Market Researchers, Human Resources, Analysts and Planners

Typical Fulfillment Time

Continuous + 1 hour per year

Primary Bank	Disengaged	Swing	Engaged	Engagement Index
Bank of America	12	61	28	71.0
Citigroup / Citibank	12	65	24	70.4
Citizens Bank	5	56	39	77.6
Commerce Bank	8	55	37	77.6
Fifth Third Bank	10	53	37	73.5
U.S. Bank	13	64	23	67.9



"One of the biggest benefits of benchmarking is that it helps you understand how your business is doing compared to local, regional, and national competition. It also helps you seek out and adopt best practices to improve your company's performance and effectiveness, as it opens your organization up to new ideas and problem-solving methods."

- Kyle LaMalfa, Best Practices Manager & Loyalty Expert, Allegiance

For more information, visit www.allegiance.com or contact Allegiance Sales at 801.617.8000.

© 2009 Allegiance Inc. All rights reserved.