

Allegiance

2009 Engage eSummit



2009
ENGAGE
eSUMMIT

The 2009 Engage eSummit is Allegiance's third-annual event for anyone involved in customer retention, satisfaction, loyalty and engagement, or feedback management, or employee managers dealing with retention, engagement and productivity. This year's eSummit will include a series of six free live webinars taking place over a 3-day period, June 16-18, 2009 at www.engagesummit.com. The Engage eSummit will teach you important concepts in the areas of voice of the customer (VOC) best practices, customer and employee loyalty and engagement, feedback management, survey techniques, data analysis and more.

During the Summit, you'll also have the opportunity to:

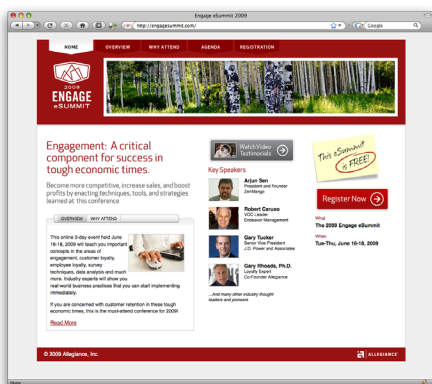
- Learn proven techniques to retain more customers, increase your company's revenue and hear the voice of your customers
- Get information on how to gain valuable insights from customer and employee feedback as well as use that data to your company's advantage
- Learn how to increase your employee retention and productivity
- Hear and share best practices with peers
- Be inspired and get new ideas

If you are concerned with customer retention in these tough economic times, this is the must-attend conference for 2009!

Cost

It's free, it's convenient and it's powerful!

Find out more and register today at www.engagesummit.com



2009 Engage eSummit Presenters

The 2009 Engage eSummit presenters are the best of the best in the feedback and engagement worlds, and they want to share their knowledge, tips and best practices directly with you. This year's presenters include:



Arjun Sen

President, ZenMango
The Leaky Bucket: The Secret of Eating an Elephant (on customer retention)



Robert Caruso

Executive Director, Endeavor Management
VOC Initiative Success: Win Friends and Influence the C-Suite & Board



Gary Tucker

Senior Vice President, JD Power & Associates
Taking Advantage of Today's Economy - How to Grow Your Business Through Service Excellence



Dr. Gary Rhoads & Dr. David B. Whitlark

Loyalty Experts, Allegiance
The Power of Analytics - The Return of the Analytics Doctors

Case Studies

Melissa Wegner, Texans Credit Union
Proven Techniques for Improving Customer Response

Lynn Pahl, Life Time Fitness
Implementation Insights: How to Get Off the Blocks and Build a Culture That Rocks

For individual speaker dates and times, and/or to view the full eSummit agenda, visit: www.engagesummit.com/agenda.html

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Quotes from Previous Attendees

"The Allegiance Summit gave me the opportunity to meet with organization leaders throughout the country to share best practices, learn from each other, get firsthand knowledge of up-and-coming improvements to the Allegiance system, and through open dialogue, provide feedback to Allegiance. Hearing what others are doing to maximize the Allegiance tools opened my mind with new and innovative ways we could leverage this powerful tool. Attending the Allegiance Summit was time well spent!"

— Marshall Paepke, SVP/Chief HR Officer
Mountain America Credit Union

"My experience at the Allegiance Summit was both rewarding and educational. The attendees included seasoned users and those wishing to learn more about Enterprise Feedback Management (EFM) Solutions."

— Sal Ahmed, Vice President and Service Excellence Manager
National Bank of Arizona

"Events like the Allegiance Engage Summit have helped me to see what others are doing to successfully increase engagement."

— Melanie Bakala, vice president of sales development
Venture Bank of Washington

Who Should Attend

No matter your job function, you'll find valuable information and gain powerful insights at the 2009 Engage eSummit. Just a few examples of people who should attend are:

CUSTOMER EXPERIENCE/ADVOCATE PROFESSIONALS

Chief Customer Experience Officer
Chief Customer Officer
Chief Marketing Officer
Contact Center Manager
Consumer Affairs
Customer Advocate
Customer Development & Retention
Customer Experience Manager
Customer Relationship Manager
Customer Service Manager
Customer Strategy
Marketing Manager
Satisfaction/Loyalty managers

EMPLOYEE PROFESSIONALS

Human Resources managers
Employee Relations

RESEARCH LEADERS

Research Manager
Survey Manager

COMPANY LEADERS

CEO
Data Collection Manager
Enterprise Feedback Manager
President
Strategic Planning

More Information

Visit www.engagesummit.com
or call 801-617-8000



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