



Company Backgrounder

Company Overview

Allegiance, Inc. offers next generation Voice of the Customer (VOC) and Enterprise Feedback Management (EFM) solutions to help organizations drive growth and profitability through improved customer and employee loyalty and engagement. The Allegiance Engage software platform facilitates survey creation and gathers responses and unsolicited comments from multiple channels in real-time into a centralized online system, saving time, effort and money.

Allegiance solutions measure customer and employee engagement, revealing precise actions to grow engagement and increase revenue. Allegiance experts help companies to select the best feedback channels, customize surveys and execute a strategic action plan to yield measureable results. Allegiance multi-channel feedback management, predictive analytics, and professional services combine to help businesses capitalize on engagement.

Allegiance solutions are preferred by a growing customer base of Fortune 500 companies, including AT&T, Chevron, Dell, Intel, Visa, Citi, USAA, Johnson & Johnson, Marriott, Dupont, Xerox, SAP, Siemens, USPS, FDIC, REI, GAP, and Target. Allegiance is a privately owned company based in South Jordan, Utah. For more information about Allegiance, visit www.allegiance.com.

Company History

Allegiance was formed in 2005 when Adam Edmunds merged his ethics compliance software business with Allegiance Technologies, a provider of Web-based feedback tools founded by Dr. Gary Rhoads. Since then, Allegiance has grown to become one of the leading providers of Voice of the Customer and Enterprise Feedback Management solutions. In July 2009, Allegiance acquired Inquisite, an innovative provider of [online survey software](#) based in Austin, Texas.

Allegiance was awarded the top 2010 Service Award by CRM Magazine, achieving the highest scores in customer satisfaction, depth of functionality and company direction. In 2009, Allegiance was ranked 58 on the Inc. 500 list of fastest growing, privately held companies in the U.S. and number 5 among software providers.

The Allegiance Engage Family of Solutions

The Allegiance Engage family of solutions is delivered through a hosted, software as a service (SaaS) offering. The key components of the Allegiance Engage family of solutions include:

- **Customer Loyalty Solutions:** Multi-channel Voice-of-the-Customer (VOC) solutions that allow organizations to listen and respond in real-time to customer complaints, compliments and suggestions and to measure customer attitudes and intentions.
- **Employee Retention Solutions:** Employee feedback collection combined with expert-designed surveys to give companies a measurement of employees' passions, stresses, and ideas, with the ability to react quickly to retain employees.

- **Enterprise Feedback Solutions:** A centralized system to gather solicited and unsolicited feedback from all points of contact and manage feedback through to resolution. Allegiance feedback solutions can be used and shared by every department, increasing efficiency and improving results.
- **Inquisite Survey:** A flexible, self-administered survey product that gives users the ability to build higher quality surveys and make better and faster decisions. Secure and scalable across the enterprise, Inquisite Survey supports multiple lines of business and millions of survey respondents.
- **SocialVoice:** SocialVoice identifies and reads Twitter updates pertaining to a transaction or purchase and allows companies to respond directly and provide an Allegiance survey URL.
- **Text Analytics:** Engage includes advanced text analytics based on natural language processing to automatically read open-ended feedback. Text analytics findings are integrated directly with quantitative survey results to provide actionable insights from feedback data.
- **Reports/Analytics/Dashboards:** All Allegiance solutions include predictive analytics, threshold alerts, qualitative response analysis and ROI executive dashboards. The culmination is the Allegiance Index, a real-time snap shot of employee and customer engagement and how it compares to specific business outcomes.
- **DataSync:** Data synchronization allows feedback data to be shared in real time with applications such as Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) to provide a complete view of company relationships.

Allegiance Professional Services

The Allegiance Professional Services team includes experts in training, implementation, customer care, and strategic planning and consultation. This team of loyalty experts works closely with clients to provide comprehensive guidance, customer support, education training, and best practices consulting to ensure they maximize the opportunity offered by using Engage solutions and gain the highest ROI possible from their engagement efforts. Allegiance University offers a full range of educational services that combine computer-based e-learning, instructor-led training, and on-site courses.

The Management Team

- **Adam Edmunds, President and CEO:** Adam Edmunds leads the company's vision to help organizations make customer/employee engagement a strategic priority for achieving success.
- **J.D. Jeppson, VP, Sales and Service:** J.D. Jeppson is responsible for the management of Allegiance sales and services, including direct, partner and reseller sales and customer success.
- **Chris Cottle, VP of Marketing:** Chris Cottle leads the brand and product strategy, public and analyst relations, events, lead generation, marketing communications, and product management for Allegiance.
- **Eric Johnson, COO:** Eric Johnson is responsible for finance, business operations and strategy.
- **Greg Wiggins, CTO:** Greg Wiggins is responsible for the technology direction, development, and testing of all Allegiance products.

Media Contact:

Valerie Chereskin, APR
Chereskin Communications
Tel: 760-942-3116
Cell: 760-420-4126
valerie@chereskincomm.com

Company Contact:

Chris Cottle
VP of Marketing
Tel: 801-617-8034
Cell: 801-368-6032
chris.cottle@allegiance.com