

About Allegiance, Inc.	Allegiance, Inc. offers next generation Voice of the Customer (VOC) and feedback management software to help organizations grow customer and employee loyalty and engagement. The Allegiance Engage platform facilitates survey creation and gathers responses and unsolicited comments in real-time from multiple channels, including e-mail, Web, print, phone, social media, and Mobile text, into a centralized online system for analysis and action.	
Corporate Headquarters	Allegiance, Inc. 10713 South Jordan Gateway, Suite 120 South Jordan, UT 84095 +1.801.617.8034 www.allegiance.com	
Allegiance Engage Platform for VOC/EFM	<p>The Allegiance Engage family of solutions is delivered through a hosted, software as a service (SaaS) offering. Allegiance Engage includes:</p> <ul style="list-style-type: none"> • Customer Loyalty Solutions: Multi-channel Voice-of-the-Customer (VOC) solutions that allow organizations to listen and respond in real-time to customers 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' stresses and ideas, with the ability to react quickly to retain employees. • Enterprise Feedback Solutions: A centralized system used by all departments to gather solicited and unsolicited feedback from all contact points and manage feedback through to resolution. • Inquisite Survey: A flexible, self-administered survey product that gives users the ability to build higher quality surveys and make better and faster decisions. Inquisite Survey supports multiple lines of business and millions of survey respondents. • 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. 	
Professional Services	The Allegiance Professional Services team works closely with clients to ensure they maximize the results of their engagement efforts and achieve their business goals Allegiance University offers a full range of educational services that combine computer-based e-learning, instructor-led training, and on-site courses.	
Company History	Allegiance was formed in 2005 when Adam Edmunds merged his software business with Allegiance Technologies, a provider of Web-based feedback tools founded by Dr. Gary Rhoads. Allegiance was ranked 58 on the list of the 500 fastest growing, privately held companies in the U.S. and number 5 among software providers by Inc. Magazine in 2009.	
Management Team	<ul style="list-style-type: none"> • Adam Edmunds, President and CEO • J.D. Jeppson, VP, Sales & Service • Chris Cottle, VP of Marketing • Eric Johnson, COO • Greg Wiggins, CTO 	
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