



ALLEGIANCE™

For Immediate Release

11 Easy Ways to Improve Your Survey Response Rates - New Paper from Allegiance, Inc.

- You can learn a lot from your customers and employees - if you can get them to fill out your survey -

SALT LAKE CITY – December 16, 2009 – Surveys are a powerful and cost-effective way to gather information and uncover new opportunities. However, businesses find it challenging to get the right mix of people and achieve a high enough response rate to ensure accurate survey results. [Allegiance, Inc.](#), a leading provider of Voice-of-the-Customer (VOC) solutions, today announced the availability of its complimentary white paper “[11 Easy Ways to Improve Your Survey Response Rates](#),” which provides no-cost, practical ways to improve survey response rates by as much as 72 percent.

“At Allegiance, we work with companies from a variety of industries and sizes to help them develop surveys that achieve high response rates and provide accurate results,” said Josh Harker, data gathering strategist for Allegiance. “From this experience we have found that, while there is no single, silver bullet to improve response rates, there are some easy steps that companies can take that, when combined, will help increase responses and improve survey results.”

The paper provides clear and simple techniques to quickly improve response rates, including:

- How to create a compelling survey invitation
- How to avoid being classified as spam
- Which days of the week generate higher response rates
- Tips on optimum survey length

For a complete copy of the paper “11 Easy Ways to Improve Your Survey Response Rates,” visit <http://allegiance.com/11easyways>.

Supporting Resources

1. [Allegiance press room](#)
2. [Voice of the Customer Blog \(http://blog.allegiance.com\)](http://blog.allegiance.com)
3. [Become a Fan of Allegiance on Facebook](#)
4. [Follow Allegiance on Twitter \(http://twitter.com/allegiancetweet\)](http://twitter.com/allegiancetweet)
5. [Allegiance customer success stories and white papers](#)

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 Software platform](#) facilitates survey creation and gathers responses and unsolicited comments 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 [Enterprise Feedback Management \(EFM\)](#), predictive analytics, and [professional services](#) combine to help businesses capitalize on engagement. For more information about Allegiance, visit <http://www.allegiance.com> .

#

Media Contacts

Chris Cottle
Allegiance, Inc.
801-617-8034
chris.cottle@allegiance.com

Valerie Chereskin
[Chereskin Communications](#)
760-942-3116
valerie@chereskincomm.com