



FOR IMMEDIATE RELEASE

Allegiance Receives Highest CRM Magazine Service Award for Third Consecutive Year

- Recognized for creating actionable customer intelligence from VOC and operational data –

SALT LAKE CITY – March 22, 2011 – [Allegiance, Inc.](#), a provider of [VOCi](#) (Voice of Customer Intelligence) technology and services, announced that it has received the 2011 Service Leader Award for [Enterprise Feedback Management](#) (EFM) by [CRM Magazine](#), the industry's leading publication. This marks the third year in a row that Allegiance has been chosen for the highest award, which rates the top three vendors in eight categories based on a composite score that includes revenue, revenue growth, market share, customer wins, reputation for customer satisfaction, depth of product functionality, and company direction.

Allegiance took the top spot with the highest scores in all categories, including an increase in its already high depth of functionality score from the prior year. In the CRM announcement, Andrew McInnes of Forrester Research stated that Allegiance stood out in the company direction category because of a new focus on Voice of the Customer (VOC). Allegiance was recognized not only for its ability to gather feedback, but also for integrating VOC with operational and transactional data to create actionable customer intelligence.

“To be recognized once again as a CRM Service Leader validates our commitment to helping our customers accelerate the delivery of customer intelligence from VOC data,” said Adam Edmunds, Allegiance CEO. “Our vision is to give VOC practitioners the ability to integrate all available customer data and take action that directly impacts revenue and profits. We are gratified to be honored for our leadership position in this growing industry.”

CRM magazine's annual CRM Service Awards honor the vendors, consultants, and end-user companies focused on high-quality customer experiences through the sophisticated integration of people, processes, and technologies. In each category, the magazine named one Service Winner, denoting the highest score compared to its peers. For the full list of winners, visit <http://www.destinationcrm.com/Issue/2594-March-2011.htm>.

Allegiance Supporting Resources

1. Allegiance press room <<http://www.allegiance.com/news/press.php>>
2. Voice of the Customer Blog <<http://blog.allegiance.com>>
3. Allegiance on Facebook <<http://www.facebook.com/pages/South-Jordan-UT/Allegiance-Inc/87289901462>>
4. Allegiance on Twitter <<http://twitter.com/allegiancetweet>>
5. Allegiance customer success stories and white papers <<http://www.allegiance.com/resources/document-library.php>>

About Allegiance, Inc.

Allegiance, Inc. helps companies translate customer insights into actionable business intelligence. Using Voice of Customer intelligence (VOCi™), Allegiance combines any form of Voice of the Customer (VOC) data with any operational data (CRM, financial, etc.) to create actionable customer intelligence delivered in the cloud. Allegiance multi-channel feedback collection includes ad-hoc, transaction, relationship, and customer experience surveys, solicited feedback through Web sites and phone, and unsolicited, unstructured feedback from social media. Allegiance ranked No. 5 on the Inc. 500 list of fastest-growing private software companies in 2009, and was named a “Top 10” by Software 500 in 2010. 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](http://ChereskinCommunications.com)
760-942-3116
valerie@chereskincomm.com