



FOR IMMEDIATE RELEASE

Engagement: Winning the Battle for Customer Hearts and Minds

- New book shares insights from leading industry experts and practitioners on engagement as the new battleground in 21st century business -

SALT LAKE CITY – November 12, 2008 – Leading loyalty experts from [Allegiance](#), J.D. Power & Associates, Peppers & Rogers Group, CustomerThink, and others have compiled a book examining the critical nature of engagement as the new business battleground. The new book, entitled “Engagement: Winning the Battle for Customer Hearts and Minds,” is aimed at marketing and business executives who are looking for innovative approaches to increasing customer and employee loyalty. Chapters provide insights and guidance on how to use engagement as a competitive advantage, the economics of engagement, how to increase customer loyalty, the link between employee and customer engagement, and more.

Allegiance defines [engagement](#) as the emotional bond between a business and its customers and employees. Businesses that value and manage loyalty and engagement enjoy positive word of mouth, reduced turnover and training costs, receive higher price premiums and greater share of wallet and cross selling, all of which lead to higher company profits and faster growth. To grow engagement, businesses need to understand what drives it, how to predict it, and how to quantify results. With new technology, companies can now measure and manage engagement as a tangible business asset.

“Engagement is fast becoming one of the most powerful opportunities for growth available to businesses today. Business managers can now effectively predict, monitor, and manage the loyalty and engagement of both employees and customers,” said Adam Edmunds, CEO of Allegiance. “Being equipped to manage engagement as a business asset means an organization has a strong competitive advantage. It also means greater revenue growth, both immediately and in the long term.”

The book “Engagement: Winning the Battle for Customer Hearts and Minds” includes papers by the following authors:

Allegiance Experts

Adam Edmunds, CEO of Allegiance
Gary Rhoads, Ph.D., Allegiance Engagement Expert & Co-Founder
David B. Whitlark, Ph.D., Allegiance Engagement Expert
Kyle LaMalfa, Allegiance Best Practices Manager & Loyalty Expert
Chris Cottle, VP of Corporate Marketing, Allegiance

Industry Thought Leaders

Bob Caruso, Executive Director – VOC Leader, J.D. Power and Associates
Thomas Lacki, Senior Advisor, Peppers & Rogers Group
Don Peppers, Founding Partner, Peppers & Rogers Group
Bob Thompson, CEO, CustomerThink Corp.
Chris Bjorling, President and CEO, Fidello Training Technologies

Darby Checketts, President, Cornerstone Professional Develop

Industry Practitioners

Alicia Muñoz, Quality Systems Specialist, RS Medical

Linda Talarico, Customer Service Manager, RS Medical

Claire Howells, Vice President Engagement & HR Communications, Zions Bancorporation

Monica Olaff, Patient Relations Manager, Robert Wood Johnson University Hospital

“Gaining a deeply intimate understanding of customer behavior is at the heart of the relationship required to engage both customers and employees,” said Bob Caruso, executive director and VOC Leader, J.D. Power and Associates. “The papers in this book clearly show how important engagement is to today’s organizations. Through the use of robust, user-friendly tools, companies can develop an aptitude for listening to, acting upon and internalizing the voice of both customers and employees that will help them to achieve the highest levels of engagement.”

To view the table of contents, read excerpts, or to download a free copy of “Engagement: Winning the Battle for Customer Hearts and Minds” from Allegiance, visit <http://allegiance.com/library/book.php>.

About Allegiance

Allegiance, Inc. offers advanced technology and services to help companies capitalize on the business opportunity of engagement. The Allegiance [Engage platform](#) is a suite of web and phone-based solutions joined with education and best practices consulting that allow companies to measure and manage customer and employee engagement across the enterprise. The components of The Engage platform are customizable to each company's needs and offer management tools, predictive analytics, enterprise feedback management (EFM) and [professional services](#) to help link employee and [customer engagement](#) to real business outcomes. Allegiance serves customers of all sizes across a variety of industries. Allegiance is a privately owned company based in South Jordan, Utah. For more information about Allegiance, visit <http://www.allegiance.com> .

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Note to editors: Printed copies and artwork is available upon request.

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