



FOR IMMEDIATE RELEASE

Allegiance Recognized for Product Vision in Enterprise Feedback Management by Independent Research Firm

- Allegiance Voice of Customer Intelligence (VOCi) noted for compelling product vision -

SALT LAKE CITY – October 27, 2011 – [Allegiance, Inc.](#), a provider of [VOCi](#) (Voice of Customer Intelligence) technology and services, today announced that it has been recognized for its compelling product vision by Forrester Research Inc. in the September 2011 report: "The Forrester Wave™: EFM Satisfaction and Loyalty Solutions, Q3 2011".

Allegiance was among the select companies that Forrester invited to participate in its report, "The Forrester Wave™: EFM Satisfaction and [Loyalty](#) Solutions, Q3 2011." In Forrester's evaluation, Allegiance was given high scores in several areas, including Action Management, Technology ad Leadership.

In the report, Allegiance was recognized as a Strong Performer among satisfaction and loyalty solution providers. The report notes that "Allegiance has started to build a roster of marquee clients with its compelling product vision, which promises a business intelligence solution optimized around [customer feedback](#) and related data compiled from across cloud-based systems."

"At Allegiance, our VOCi vision and strategy is resonating with the marketplace, which is creating strong demand for our products and services," said Adam Edmunds, president and CEO of Allegiance. "We continue to invest heavily in R&D to provide new, innovative solutions that help companies turn customer feedback into actionable business intelligence that can be quickly used to improve customer loyalty and grow revenues."

Allegiance Supporting Resources

1. [Allegiance press room](http://www.allegiance.com/news/press.php) <<http://www.allegiance.com/news/press.php>>
2. [Voice of the Customer Blog](http://blog.allegiance.com) <<http://blog.allegiance.com>>
3. [Become a Fan of Allegiance on Facebook](http://www.facebook.com/pages/South-Jordan-UT/Allegiance-Inc/87289901462)<<http://www.facebook.com/pages/South-Jordan-UT/Allegiance-Inc/87289901462>>

4. Follow 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>.

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