



FOR IMMEDIATE RELEASE

Allegiance Offers Broad, Scalable Customer Support Program

- Three-tiered support provides flexibility for small and large companies -

SALT LAKE CITY – July 16, 2008 – [Allegiance, Inc.](#), a premier provider of Enterprise Feedback Management (EFM) solutions, today introduced a comprehensive, three-tiered customer support program that allows customers to choose the support level that suits their needs. The new support services include a searchable knowledge base, on-line interactive support, quarterly reports, and an annual check up to identify areas needing improvement.

Allegiance is the provider of the Engage platform, a hosted Software-as-a-Service (SaaS) that helps companies create a two-way dialogue with customers and employees and measure their emotional connection to the company. At the start of implementation, each Allegiance customer is assigned a dedicated Customer Success Manager, an account manager who understands their business goals and processes. For ongoing support, customers can choose between Basic, Professional, or Premier Support.

The new Allegiance Support Services include:

On-line Interactive Support: A channel for customers to supply feedback, report issues, make product suggestions, etc. Allegiance uses its CustomerVoice feedback tool for this purpose.

Support Center Knowledgebase: A central location for important information such as FAQs, product change information, white papers, product documentation, links to training sites, and more, all accessible from within the Allegiance system.

Annual Health Check: On a yearly basis, the Allegiance support team works with customers to review their feedback volumes, response rates, product report usage, deployment and other best practices initiatives, and provide recommendations from a product, training and consulting viewpoint. This is available at the Premier support level.

“Allegiance is committed to helping customers successfully engage their customers and employees. Our new three-tiered support program addresses the needs of a small company or a large, global enterprise,” said Greg Heaps, Allegiance COO. “Our support team starts at the very beginning and guides customers through the start up process and on to other phases of their engagement initiatives. Together with our professional services, consulting, and training, we help customers gain the most benefit from using the Engage platform.”

“The support team at Allegiance are experts in Allegiance products as well as loyalty and engagement practices,” said Patricia Lewis, VP and director of human resources at Chesapeake Bank in Virginia.

“They are extremely responsive and make our job easier by helping us to understand what is driving our employee engagement.”

For more information or to view an online course catalog with full course descriptions and prices, visit http://www.allegiance.com/customer_support.php.

About Allegiance

Allegiance, Inc. is the premier provider of [Enterprise Feedback Management](#) (EFM), solutions that drive growth and increased profitability through improved [customer loyalty](#), [employee retention](#) and engagement. The Allegiance [Engage platform](#) is a suite of web and phone-based solutions joined with 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 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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