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Allegiance Best Practices Consulting Helps Companies Apply Data and Take Action to Improve Employee and Customer Engagement

- Analysis improves understanding of emotional drivers of engagement and their impact on company growth -

SALT LAKE CITY – June 3, 2008 – [Allegiance, Inc.](#), a premier provider of Enterprise Feedback Management (EFM) solutions, today introduced [Best Practices Consulting Services](#), a group of PhDs, statisticians, and loyalty and engagement experts who help companies collect and apply data to improve employee and customer engagement. Allegiance experts use data gathered through the Allegiance Engage platform to reveal behavioral drivers and develop action plans that positively impact growth.

The [Allegiance Engage platform](#) is a hosted, software-as-a-service (SaaS) offering that allows companies to easily collect, manage and act upon feedback data and use predictive analytics and reporting to increase loyalty and engagement. Best Practices Consulting is offered as a part of Allegiance's Professional Services, which includes implementation and educational programs to ensure customers achieve maximum results from engagement efforts and realize their business goals.

"Many of our customers are able to successfully apply the data collected by the Engage platform on their own, but some want expert advice on best practices to achieve results," said Greg Heaps, Allegiance COO. "Our consulting services are very flexible, allowing companies to focus on specific areas where they need help or they can select one of our prescribed programs that align directly with the stages of business growth."

Designed for both administrators and senior management, Best Practices Consulting Services is available onsite and online. Services are organized into three areas:

- **Foundation:** This consulting stage focuses on building a culture of engagement, establishing terminology, developing a knowledge base, and creating initial survey designs. Clients may elect for a baseline assessment or participate in a 'boot camp' to launch their program.

- **Growth:** This stage includes optimizing feedback processes, performing initial data analysis and establishing business outcomes. Clients develop their engagement programs and grow.
- **Enrichment:** This includes identifying trends and opportunities, implementing National benchmarking and enhancing programs with custom consulting services. Companies create growth and lasting value through a fully enriched program of engagement.

"Allegiance has mastered the art and science of the survey, and their best practices consulting allows us to take full advantage of their expertise," said Alicia Munoz, quality project specialist for RS Medical, a provider of home electrotherapy products. "Customer engagement works, applies across industry lines, and leads to quality improvement activities that present tangible results to our customers, employees and shareholders."

More information is available at http://www.allegiance.com/best_practices.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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Media Contacts

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

Valerie Chereskin
Chereskin Communications
760-942-3116

valerie@chereskincomm.com