



ALLEGIANCE™

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Allegiance Receives 2008 Product of the Year Award from Customer Interaction Solutions Magazine

- Allegiance [Engage platform](#) chosen for outstanding innovation by leading CRM publication -

SALT LAKE CITY – January 21, 2009 – [Allegiance, Inc.](#), a leading provider of [Enterprise Feedback Management](#) (EFM) solutions that help companies capitalize on engagement, has received a 2008 Product of the Year Award from Customer Interaction Solutions magazine, the top publication covering [customer relationship management](#) (CRM), call centers and teleservices since 1982. The award recognized the Allegiance Engage platform for its outstanding contribution to the CRM industry.

The Allegiance Engage software platform helps companies collect and manage feedback enterprise-wide and grow customer and employee engagement. Companies using Engage can gather [survey](#) and [voice of the customer](#) data in real-time, from everywhere across the enterprise, and react quickly to emerging trends and opportunities to increase revenue. Allegiance EFM solutions combine with CRM to help companies go beyond tracking sales interactions to understanding the motives behind why customers buy from them.

“We are honored to be recognized with this award for the growing impact that Allegiance Engage software is having on businesses,” said Adam Edmunds, CEO of Allegiance. “By focusing on engagement with both employees and customers, businesses can create a new competitive advantage and grow faster. We give them the tools to manage customer feedback and increase engagement throughout their organization.”

“I am pleased to honor the Allegiance team for their hard work and accomplishments. Their commitment to quality and excellence benefit the contact center experience as well as provides ROI for the companies that use them,” said Nadji Tehrani, executive group publisher and editor-in-chief of Customer Interaction Solutions. “For 11 years, Customer Interaction Solutions magazine has recognized the companies that demonstrate excellence in technological advancement and application refinements.”

The 11th Annual Product of the Year Award winners will be featured in the January 2009 issue of Customer Interaction Solutions magazine. For more information about the Customer Interaction Solutions’ 2008 Product of the Year Awards or any of the TMC media properties, please visit www.tmcnet.com.

About Allegiance

Allegiance, Inc. offers feedback management software to help organizations grow customer and employee loyalty and engagement. The Allegiance [Engage software platform](#) facilitates survey creation and gathers responses and unsolicited comments in real-time into a centralized online system, saving time, effort and money. Allegiance solutions measure customer and employee engagement, revealing precise actions to grow engagement and increase revenue. Allegiance [enterprise feedback management](#) (EFM), [predictive analytics](#) and [professional services](#) combine to help businesses capitalize on engagement. For more information about Allegiance, visit <http://www.allegiance.com>.

About Customer Interaction Solutions

Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.

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