



FOR IMMEDIATE RELEASE

Engagement: The New Competitive Advantage; White Paper from Peppers & Rogers Group and Allegiance, Inc.

- Employee and customer engagement revealed as the new way to win in a tough business battleground -

SALT LAKE CITY – August 19, 2008 – Engagement as the new battleground for business is the subject of a new white paper published jointly by [Peppers & Rogers Group](#), the globally-recognized leader in customer strategy, and [Allegiance, Inc.](#), a provider of technology and services that help companies capitalize on engagement. **“Engagement: The New Competitive Advantage”** provides readers with an enhanced understanding of engagement, a recognition of why it is so critical today, a realization that it can be measured and managed, knowledge of what drives it, and an appreciation of its multi-faceted impact on the business.

“The speed of business and of technology has increased dramatically in recent years. It’s difficult for a company to maintain a marketplace lead through product innovations for long, since products are perceived by customers as commodities with increasing rapidity,” said Don Peppers, Founding Partner, Peppers & Rogers Group. “In contrast to these and other short-lived business advantages, engagement is a much more durable asset.”

Written for senior business leaders, this white paper:

- Documents why engagement is today’s top business imperative
- Describes the practical realities of engagement
- Shows how these principles are being applied in companies
- Lists engagement best practices, tips and techniques

“If the new strategy for business is enhancing employee and customer engagement, then the tactical weapons must be pragmatic,” said Chris Cottle, VP of corporate marketing for Allegiance. “It is not enough to conceptually understand what needs to be done—businesses must be provided with concrete and specific guidance. This paper gives companies precise actions they can take to increase engagement with both customers and employees and shows them how it directly impacts revenues and profits.”

Allegiance is the provider of the Engage platform, a powerful technology that combines feedback management, both solicited and unsolicited, with attitudinal data to measure and increase engagement, which is the emotional connection to a company or brand. Allegiance Engage is the only system that correlates customer and employee loyalty and engagement to help predict future outcomes and increase business growth.

To download a copy of the white paper “Engagement: The New Competitive Advantage,” visit http://www.allegiance.com/peppers_and_rogers_whitepaper.php.

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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 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> .

About Peppers & Rogers Group

Peppers & Rogers Group, the globally-recognized leader in customer strategy, is dedicated to helping its clients improve business performance by acquiring, retaining and growing profitable customers. As products become commodities and globalization picks up speed, customers have become the scarcest resource in business. They hold the keys to higher profit today and stronger enterprise value tomorrow. We help clients achieve these goals by building the right relationships with the right customers over the right channels. We earn our keep by solving the business problems of our clients. By delivering a superior 1to1 Strategy, we remove the operational and organizational barriers that stand in the way of profitable customer relationships. We show clients where to focus customer-facing resources to improve the performance of their marketing.

As the independent publishing division of Peppers & Rogers Group, 1to1 Media provides resources that deliver current and relevant information on the latest thought leadership regarding customer strategy and marketplace trends. Led by *1to1 Magazine*, 1to1 Media's print, electronic and custom publications explore the best practices, trends and developments from companies who are using customer initiatives to drive bottom-line impact. Peppers & Rogers Group is a division of Carlson Marketing.

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