

For Immediate Release

Voice of the Customer (VOC) Practitioners Speak Out on Challenges and Opportunities

- Allegiance conducts research to gain insight on how companies use customer feedback -

SALT LAKE CITY – September 1, 2009 — Senior Voice of the Customer (VOC) practitioners are challenged to close the feedback loop with customers and tie customer experience to ROI, according to a new report issued by [Allegiance, Inc.](#), a leading provider of VOC solutions. The Allegiance **Voice of the Customer (VOC) Industry Research Report** contains the results of focus groups and surveys with senior VOC practitioners from companies of all sizes and industries.

The purpose of the research was to gain a better understanding of some of the top challenges, concerns and needs of today's VOC practitioners and obtain insight into how they are currently using customer feedback in their organization. Some of the key findings include:

- Most VOC managers are using traditional tools to monitor feedback, such as sending a survey after a transaction or monitoring customer e-mails.
- Just 12 percent are monitoring verbatim comments on blogs and social media.
- Only 27 percent of all respondents said they were very likely or likely to incorporate feedback from social media.
- Although 68 percent of respondents said it was important or very important to link customer feedback with revenue or ROI, 51 percent reported they do not currently practice this.

Most VOC practitioners stated that their responsibilities include sifting through customer feedback data, verbatim comments, and company-specific measurements and making decisions about what should be done with the data. A big challenge is convincing their company's management to act on that feedback by demonstrating how it will increase the company's profitability.

"Allegiance works directly with VOC managers to help them analyze feedback data and develop action plans that will yield results," said Adam Edmunds, CEO of Allegiance. "This research validates our efforts to develop technology and services that demonstrate the strategic value of customer feedback in all areas of the company."

For a full copy of the **Voice of the Customer (VOC) Industry Research Report** visit:

<http://www.allegiance.com/resources/papers/voc-report.php>

Supporting Resources

- [Allegiance press room](#)
- [Voice of the Customer Blog \(http://blog.allegiance.com\)](http://blog.allegiance.com)
- [Become a Fan of Allegiance on Facebook](#)
- [Follow Allegiance on Twitter \(http://twitter.com/allegiancetweet\)](http://twitter.com/allegiancetweet)
- [Allegiance customer success stories and white papers](#)

About Allegiance, Inc.

Allegiance, Inc. offers next generation [Voice of the Customer \(VOC\) and 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> .

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