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## Why Customers *Really Buy* – New Allegiance White Paper

*- Using customer feedback and attitudinal data to understand customer engagement -*

**SALT LAKE CITY – September 23, 2008** – Marketers often ignore a critical measurement – customer attitudes and emotions – when examining customer behavior. “**Do You Know Why Customers *Really Buy***” is a new white paper available from [Allegiance, Inc.](#), a leading provider of Enterprise Feedback Management (EFM) solutions, that explains how new [feedback technology](#) can provide essential attitudinal data to help determine how to present the right message to the right customer at the right time.

Most businesses focus on geographic, demographic or psychographic data to analyze customer behavior. Many use systems such as Customer Relationship Management (CRM) to track customer transactions. However, an [attitudinal approach](#) to modeling behavior uncovers the reasons why people do what they do. The purpose of this is to understand the “spark” of the relationship and what role emotion plays in customer decision making. For example, what was it that interested them in the first place, and what drives them to remain interested and engaged? This information can be uncovered by asking attitudinal questions in the feedback process.

“Attitudes reveal the softer side of the business relationship. Knowing why customers do business with you is critical to maintaining that relationship and to adding new customers in the future,” said Chris Cottle, vice president of corporate marketing for Allegiance. “Businesses can use feedback management, both solicited and unsolicited, to understand customer attitudes and increase [engagement](#), which is the emotional connection to a company or brand. This information is critical to determining opportunities for growth.”

Every company should have a comprehensive feedback management strategy that includes both solicited and unsolicited feedback. Solicited feedback is any feedback that is purposely requested, generally within a selected timeframe, such as a survey. Unsolicited feedback is any feedback that is offered voluntarily, at a time selected by the customer. Attitudinal information can be gathered through engagement-related questions that are designed to measure emotions

and intentions. If handled properly, the combination of solicited and unsolicited feedback provides a clear view of current and emerging issues that drive customer engagement.

The paper includes detailed information on the four drivers of engagement, the benefits of capitalizing on attitudinal data, and examples from real business. To download a free copy of the white paper “**Do You Know Why Customers *Really* Buy**” visit [http://www.allegiance.com/why\\_customers\\_buy\\_whitepaper.php](http://www.allegiance.com/why_customers_buy_whitepaper.php).

### **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, enterprise feedback management (EFM) 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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**Note to Editors: Allegiance is a Co-Sponsor and Exhibitor at Customer Feedback Week, September 22 - 25, 2008 in Atlanta, Georgia. For more info, visit:**  
[www.iqpc.com/us/customerfeedback](http://www.iqpc.com/us/customerfeedback)

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