



For Immediate Release

Allegiance Inc. Concludes Banner Year in Growth and Awards

- VOC solutions leader adds key staff, achieves Inc. 500 status, and consolidates market in 2009 -

SALT LAKE CITY – December 30, 2009 – [Allegiance, Inc.](#), a leading provider of Voice-of-the-Customer (VOC) solutions, today announced that 2009 was a banner year in the company’s growth. The company attributes this to several factors, including its consolidation of the [Enterprise Feedback Management](#) (EFM) with the purchase of [Inquisite](#), the expansion of its customer base to a variety of industries, and its ability to develop technology that can replace traditional market research services.

As demonstrated by its high ranking on the Inc. 500, Allegiance experienced a growth rate of 2,236 percent from 2005 to 2008. In addition, the company received numerous [awards](#) and added key staff, in spite of a slow economy. Companies from a variety of industries, including utilities, pharmaceutical, and retail, selected Allegiance Engage software to collect, manage and analyze customer, employee and partner feedback.

Allegiance accomplishments in 2009 include:

- [Ranked no. 58](#) on the Inc. 500 of Fastest Growing Private Companies, no. 5 in fastest growing software companies
- Acquired Inquisite, a provider of online survey software to Fortune 500 companies for customer satisfaction programs and market research
- Awarded top Service Award by [CRM Magazine](#), CRM Excellence Award by [TMC Magazine](#) and IP Contact Center Technology Pioneer Award by [Customer Interaction Solutions Magazine](#)
- Achieved a 97 percent customer retention rate

“In a tough economy, Allegiance’s value proposition of helping companies manage feedback and retain customers and employees is even more valuable,” said Adam Edmunds, Allegiance CEO. “Companies are migrating away from expensive market research services in favor of Allegiance. This is because they can collect data in real



time and get the analysis they need to make business decisions.”

Allegiance added several key staff in 2009 to meet the growing demands for its software and to expand the scope of products and services offered to enterprise customers. Eric Johnson was named chief operating officer (COO). Johnson’s role includes overseeing business operations and strategy. He was formerly CFO at WingateWeb, a provider of online event management software. Previously, he was director of finance and accounting at Omniture (now an Adobe company), a provider of Web analytics software.

Al Nevarez was appointed director of product strategy. With an extensive background in social applications, analytics, and software technology, Nevarez works with customers to develop feedback solutions to solve tough business challenges. Prior to Allegiance, Nevarez was senior product manager at Medallia, a provider of feedback management software.

Greg Heaps, formerly Allegiance vice president of professional services, was named vice president of business development. His responsibilities include developing an international growth plan and a successful partner/reseller channel program.

Also joining Allegiance is Annette Gleneicki, senior director of customer success. Gleneicki, with nearly 20 years of experience in market research and EFM from Medallia, CustomerSat, and J.D. Power and Associates, heads a team of customer success managers and consultants who provide Allegiance clients with expert guidance on strategic actions to take as a result of the feedback collected. She recently expanded her team of EFM experts by adding Sarah Simon from CustomerSat as a senior customer success manager.

Supporting Resources

1. [Allegiance press room](#)
2. [Voice of the Customer Blog \(http://blog.allegiance.com\)](http://blog.allegiance.com)
3. [Become a Fan of Allegiance on Facebook](#)
4. [Follow Allegiance on Twitter \(http://twitter.com/allegiancetweet\)](http://twitter.com/allegiancetweet)
5. [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. In 2009, Allegiance was ranked 58th on the list of the 500 fastest growing, privately held companies in the U.S. by Inc. Magazine. For more information about Allegiance, visit <http://www.allegiance.com> .

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