



**For Immediate Release**

## **Allegiance, Inc. Consolidates the Enterprise Feedback Management Market by Acquiring Inquisite**

*- The combination of Allegiance's Voice-of-the-customer (VOC) business with Inquisite's online survey business creates a powerful player in the Enterprise Feedback Management (EFM) market -*

**SALT LAKE CITY – July 14, 2009** — [Allegiance, Inc.](#), a leading provider of voice-of-the customer (VOC) solutions that help companies capitalize on customer and employee engagement, today announced that it has acquired [Inquisite](#), an innovative provider of online survey software based in Austin, Texas. With the purchase of Inquisite, Allegiance accelerates its leadership position in next-generation Enterprise Feedback Management (EFM) solutions.

Inquisite offers a robust and proven end-to-end survey solution designed for gathering and understanding the opinions and insights of customers, partners and employees. The flexible, self-administered [survey product](#) gives users the ability to build higher quality surveys and make better and faster decisions. Inquisite solutions are preferred by a growing customer base of Fortune 500 companies, including AT&T, Chevron, Dell, Intel, Visa, Citi, Johnson & Johnson, Marriott, Dupont, Xerox, SAP, Siemens, USPS, FDIC, GAP, and Target.

“Innovative companies go to all lengths to stay in touch with the opinions and attitudes of their customers,” said Adam Edmunds, CEO of Allegiance. “Inquisite solutions add an interesting dimension of self-created and self-administered survey tools. These, combined with Allegiance’s centralized listening platform and analytics tools, provide unprecedented options for today’s smartest businesses to assess, monitor and respond to customer needs.”

### **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 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 Inquisite, Inc.**

Inquisite provides comprehensive solutions to facilitate the gathering, understanding and acting upon business-critical data, getting the right information to the right people at the right time. Leveraging Inquisite, critical data can be easily integrated with existing business processes and systems, providing enterprises with the confidence to make the right business decisions to drive their business forward. Headquartered in Austin, Texas, Inquisite sets the pace by providing the best combination of enterprise power, operational simplicity, and measurable value. Across every industry, hundreds of leading organizations around the world use Inquisite for their mission-critical customer and employee loyalty initiatives. For more information, visit [www.inquisite.com](http://www.inquisite.com).

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