



FOR IMMEDIATE RELEASE

Allegiance, Inc. Awarded Highest CRM Magazine Service Award for Enterprise Feedback Management

- Allegiance wins top service leader for EFM second year in a row -

SALT LAKE CITY – March 9, 2010 – [Allegiance, Inc.](#), a leading provider of voice-of-the-customer (VOC) and feedback management solutions, today announced that it has received the 2010 Service Leader Award for [Enterprise Feedback Management](#) (EFM) by [CRM Magazine](#), the industry’s leading publication. This marks the second year in a row that Allegiance has been chosen for the highest award, which is determined through an extensive three-month process and proprietary rating formula that involves industry analysts, financial and corporate information, product and functionality assessments, and scores reflecting customer satisfaction.

Allegiance was recognized as leading the competition in its ability to perform surveys and collect feedback from multiple channels, including e-mail, Web, phone, print, Interactive Voice Response (IVR), and social media. In addition, with the acquisition of [Inquisite](#)’s online survey software, Allegiance raised its already high score in the category of depth of functionality from the prior year. Esteban Kolsky, principal and founder of customer service consultancy ThinkJar, stated: “Not only does Allegiance do survey management well, but it provides its users with benchmarks so they can see how they stack up to like-minded companies.”

“Everyone at Allegiance is thrilled to again receive this honor. We are especially proud of the fact that Allegiance was recognized for working with customers to solve their greatest challenges and yield measureable results,” said Adam Edmunds, Allegiance CEO. “We will continue to look for ways to expand our services and improve our products to meet the demands of our growing customer base.”

CRM magazine's sixth annual CRM Service Awards honor the vendors, consultants, and end-user companies focused on high-quality customer experiences through the sophisticated integration of people, processes, and technologies. With this year's awards, CRM has expanded its scope to a record eight categories. In each, the magazine named one Service Winner, denoting the highest score compared to its peers.

The 2010 CRM Service Awards will be presented at the CRM Evolution 2010 Conference (<http://www.CRMevolution2010.com>) at the Marriott Marquis in New York later this year. An expanded version of the results have been published in the March 2010 issue of CRM magazine—available in print and in digital NXTBook format (<http://www.nxtbook.com/nxtbooks/crmmedia/crm0310/index.php>). The awards package was unveiled online on March 1, 2010, at <http://www.destinationCRM.com>.

Allegiance 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> . To register for the Allegiance Engage Summit 2010, visit <http://engagesummit.com>.

About CRM magazine

CRM magazine is the leading publication of the customer relationship management industry, covering sales, marketing, customer service, and strategy. The magazine also administers and hosts the annual CRM Evolution conference. Each of these properties is designed to serve customer-centric business initiatives, and leaders who recognize CRM as a key strategy for creating enhanced customer value in any industry. For more information about the magazine, its editorial calendar, or CRM in general, please visit us on the Web at <http://www.destinationCRM.com>; at our blog, <http://www.destinationCRMblog.com> or on Twitter at @CRM (<http://twitter.com/CRM>) and @destinationCRM (<http://twitter.com/destinationCRM>). The destinationCRM Web site (which is updated daily) and the monthly magazine are properties of CRM Media, a division of Information Today, Inc.

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