



**FOR IMMEDIATE RELEASE**

## **Allegiance Debuts Engage 6 with DataSync Real-time Data Sharing**

*- Includes expanded professional services to help companies gather data and take action to engage customers and employees -*

**SALT LAKE CITY – March 31, 2009** – [Allegiance, Inc.](#) today announced the release of Engage 6, the only multi-channel enterprise feedback management (EFM) platform that incorporates voice-of-the-customer and voice-of-the-employee to help companies capitalize on engagement. Allegiance Engage 6 includes DataSync, the industry's first data synchronization system that allows feedback data to be shared in real time with diverse applications such as Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) to provide a complete view of company relationships.

Simultaneously, Allegiance is announcing the availability of expanded professional services to include data gathering and action plan consulting. Allegiance loyalty experts will work closely with companies to create a strategy to gather feedback data through all channels that are most appropriate for them, whether post transaction, receipt surveys, online, Web forms, interactive voice response (IVR), or a combination. Allegiance experts will also consult with organizations to develop and execute a strategic action plan that yields measureable improvements in customer and employee engagement.

“Customer data comes in many shapes and sizes, each of which provides a limited degree of business value. However, combining these data sources to create a holistic view of the customer that encompasses everything from their attitude to the scope of their relationship will enable an organization to make better decisions that will directly impact loyalty, satisfaction and revenue growth,” said Jim Davies, research director at Gartner.

The Allegiance Engage platform is a Software-as-a-Service (SaaS) that gathers solicited and unsolicited customer and employee feedback through multiple channels (email, Web, print, phone) into a central database for analysis and action. Using DataSync, companies can combine feedback data with internal customer and human resources information. For example, by checking customer transaction history in a CRM system while reviewing customer feedback, managers can take specific action to avoid losing the customer.

”Typically, businesses have a customer service system that tracks incoming calls, a CRM tool that gives purchase insights and a database full of sales contact information. But until now, they had nothing that links them all together,” said Adam Edmunds, CEO of Allegiance, Inc.

“DataSync multiplies the value of Allegiance Enterprise Feedback Management and existing database-oriented applications by connecting the data within each for maximum results.”

Allegiance Engage Platform 6 offers these new benefits:

- Enhanced User Interface: Colorful, simple and efficient, the new Engage interface is faster and more scalable, allowing users more flexibility and ease of use.
- Flexible Dashboard Manager: Users can easily create custom dashboards with information relevant to their specific area to save and share with others.
- DataSync: By synchronizing data in real time with any other data system, companies can get a more complete picture of their customer information. DataSync can easily synchronize with data points from systems such as SaaS, CRM, ERP, customer support systems, flat-files, Web services, messaging systems, and more.
- Threshold Alerts: Executives receive instant notification by e-mail when customer or employee engagement levels reach pre-set levels based on a specific number of survey responses. This gives companies the ability to be proactive and take immediate steps to ensure customer and employee retention.

For further information Engage Version 6, visit [www.allegiance.com](http://www.allegiance.com) or call 866-794-4785.

### **About Allegiance**

Allegiance, Inc. offers [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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