



For Immediate Release

Allegiance Engage Platform 6.3 Expands Ways to Collect, Manage and Analyze Voice of Customers, Employees and Partners

- Integration of Inquisite Survey into Engage provides a single platform to perform surveys and gather feedback through multiple channels -

SALT LAKE CITY – October 7, 2009 – [Allegiance, Inc.](#) today announced the immediate availability of Allegiance Engage 6.3, a comprehensive system that continually collects feedback from multiple channels into a central database for real-time analysis and action. Engage 6.3 incorporates Inquisite Survey, a robust and proven end-to-end survey solution acquired by Allegiance, to provide organizations with a single platform to perform surveys and gather, analyze and act on feedback from customers, partners and employees.

With Engage 6.3, Allegiance customers can conduct transactional and engagement surveys as well as gather unsolicited feedback (e.g. comments, questions, concerns, suggestions, etc.) through a single log in. This allows them to instantly analyze and act on feedback data in real-time and share data with others in their organization. Using the advanced survey campaign management functions, users can execute and manage full survey campaigns, including sample sets and strategies. The upgraded system also includes Google translation capability, which can detect the language used in submitting feedback and translate it into the language of choice.

“Since our acquisition of Inquisite in July, we have been working hard to incorporate and consolidate enhanced survey capabilities into our Engage platform so that customers can more easily gather feedback and access it through a central system shared by all,” said Adam Edmunds, CEO of Allegiance. “We are ahead of schedule with our product road map and strategy to lead the industry in comprehensive feedback management solutions.”

The upgraded system has advanced reporting that enables users to create custom dashboards. Reports can be arranged by dragging and dropping them into views that are specific to a user's area of responsibility. Users can share dashboards with others in their organization through the Allegiance system and set up threshold alerts for meeting specific criteria. Incorporating “Pixel Perfect Design” capabilities for questionnaire design, the system gives the user complete control over the look and feel of a survey, including Survey Tree View, copy/paste functionality, off-line desktop builder and internationalization.

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 [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. For more information about Allegiance, visit <http://www.allegiance.com> .

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