



FOR IMMEDIATE RELEASE

## **Allegiance and Loyalty 360 Unveil New Research** *Focused on Current Loyalty Program Adoption Practices*

SALT LAKE CITY and CINCINNATI, OH (May 28, 2009) – [Allegiance, Inc.](#), a leading provider of voice-of-the customer solutions that help companies capitalize on engagement, and [Loyalty 360](#), the Loyalty Marketer's Association, an unbiased, market driven "voice of the customer" clearinghouse, will unveil key findings from a loyalty practitioner joint industry survey titled "Loyalty Insights Study" at the Loyalty Expo, May 31 to June 2 at the Westin Diplomat in Hollywood, Florida.

Allegiance and Loyalty 360 conducted the survey to better understand the current adoption of loyalty, satisfaction, engagement programs and enterprise feedback management (EFM) practices within organizations. The study reveals several key insights for loyalty / engagement practitioners, including the importance of adopting a scientific measure for programs and understanding that employees provide a critical value to the success of programs.

Specific key findings of the report include:

- Most respondents are familiar with specific types of loyalty programs such as customer experience management, feedback collection and surveys, and are participating in them
- Slightly more than half of the respondents in the survey claimed to use a scientific measure of loyalty
- The majority handle loyalty programs internally rather than using a third party consultant or contractor

"This survey shows that companies are using a variety of systems to listen and respond to the customer. This can lead to duplication of effort and higher costs," said Adam Edmunds, CEO of Allegiance. "Enterprise Feedback Management systems are now available that consolidate these programs and make the data immediately available to all departments. This increases the effectiveness of these programs and their positive impact on profitability."

"The voice of the customer is growing ever more important in this day and age of consumer interaction and this survey is a reflection of these growing trends," says Mark Johnson, President and CEO of Loyalty 360. "Today, loyalty professionals are involved with many different customer loyalty programs, and this research shows that there is an opportunity to be more efficient and successful when bringing traditionally separated data into a central location. Successful, engaged and empowered companies will be the ones who truly embrace such technologies."

The Loyalty Insights Study will be available for download on the Allegiance and Loyalty360 Web sites and at the Loyalty Expo on May 31, 2009.

### **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>.

### **About Loyalty 360, the Loyalty Marketer's Association**

The mission of Loyalty 360 is to provide an unbiased, market driven, "voice of the customer" focused clearinghouse and think-tank for all loyalty, incentive / reward, and engagement marketing opportunities, insights, and responses. Loyalty 360's promise is to actively listen, engage and provide to the marketplace and to its members, a forum through which it will proactively determine true industry metrics and facilitate market driven research and actionable case studies. The goal of Loyalty 360 is to increase the awareness of, and promote with integrity, the practices of loyalty, incentive / reward, and engagement marketing. Loyalty 360 is headquartered in Cincinnati, Ohio. For more information on Loyalty 360, visit [www.loyalty360.org](http://www.loyalty360.org) or call 513-545-5612.

### **About Loyalty Expo (Powered by Loyalty 360)**

The Loyalty Expo promises a true "voice of the customer" driven, best-practice focused loyalty and incentive / reward conference that will continually provide a forum of best-in-class vision and resources to assist attendees in reaching their ultimate customer relationship. Loyalty Expo helps businesses find solutions, develop strategies and objectives, create and enhance loyalty programs, share new technologies and analytic models, and identify differentiators to separate themselves from the competition. For more information on Loyalty Expo, visit [www.loyaltyexpo.com](http://www.loyaltyexpo.com) or call 513-545-5612.

### **About Loyalty Management (Powered by Loyalty 360)**

Loyalty Management is a one of a kind, customer driven quarterly publication that focuses on loyalty, incentive / reward, and engagement marketing opportunities, insights, and responses. It is a "voice of the customer" focused forum for sharing ideas, concepts, and trends across all industries interested in reaching their ultimate customer relationship. For information on subscribing to Loyalty Management or to submit an article, visit [www.loyalty360.org](http://www.loyalty360.org) or call 630-850-7867.

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**Media can receive a copy of this report in advance of the Loyalty Expo upon request.  
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