



For Immediate Release

Voice of the Employee (VOE) Report Reveals That Employee Engagement Is Critical to Business Survival

- Report by Allegiance, Inc. finds that most companies say they listen to employees, but few solicit real-time feedback -

SALT LAKE CITY – November 3, 2009 — Listening and responding to employee feedback is essential to creating a sustainable competitive advantage, according to a new survey of human resource professionals issued by [Allegiance, Inc.](#), a leading provider of VOC and VOE solutions. The Allegiance **Voice of the Employee (VOE) Industry Research Report** is based on a quantitative survey of human resource managers and CEOs conducted by Allegiance between January-June 2009.

According to Allegiance, the purpose of the research was to gain a better understanding of how companies listen to the voice of employees, how they collect and manage employee feedback, and how important having engaged employees is to their business. It also measured how satisfied VOE practitioners are with their current approach to gathering and monitoring employee feedback and some of the top challenges of today's VOE practitioners.

The VOE report's key findings include:

- Most VOE practitioners (78 percent) strongly agree or agree that their top management listens and responds to employee feedback.
- An overwhelming majority (91 percent) strongly agrees that in order to have engaged customers, they must first have engaged employees, while most (79 percent) believe engaged employees are very important or important to their company in creating a sustainable competitive advantage.
- Most solicit feedback yearly (38 percent), bi-annually (10 percent), or quarterly (16 percent). By comparison, 30 percent solicit feedback monthly, weekly, or daily.
- Only 14 percent of survey respondents describe the current state of their employee feedback monitoring processes as innovative/cutting edge or mainstream. However, 38 percent feel their processes are adequate, while 27 percent feel their processes are either somewhat ineffective or behind the times.

Verbatim comments from the survey revealed that some of the biggest challenges companies face with their current employee feedback system is its inconsistency, keeping employees

aware of its availability, overcoming employee concerns about anonymity, and not having a solid, proactive approach to requesting anonymous feedback from their employees.

“Companies are beginning to recognize the importance of listening and responding to employee feedback on an ongoing, real-time basis in order to improve employee engagement and retention,” said Adam Edmunds, CEO of Allegiance. “Our research has shown that increases in employee engagement directly affect customer engagement, which leads to increased revenue and profits. Allegiance technology and services make it easy for employees to share suggestions and concerns so that companies can learn ways to improve processes and keep employees enthused and productive.”

For a complete copy of the **Voice of the Employee (VOE) Industry Research Report**, visit <http://allegiance.com/voereport>

Supporting Resources

- [Allegiance press room](#)
- [Voice of the Customer Blog \(http://blog.allegiance.com\)](http://blog.allegiance.com)
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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> .

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