



FOR IMMEDIATE RELEASE

Allegiance, Inc. Wins CRM Magazine Top Service Award for Enterprise Feedback Management

SALT LAKE CITY – April 7, 2009 – [Allegiance, Inc.](#), a leading provider of voice-of-the-customer solutions that help companies capitalize on engagement, today announced that it has been awarded the top 2009 Service Award for [Enterprise Feedback Management](#) (EFM) by [CRM Magazine](#), the industry's leading publication. Winners were 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 ranked highest compared to other EFM vendors in reputation for customer satisfaction, depth of functionality and company direction.

Allegiance is the provider of the [Engage EFM platform](#), a feedback system that continually collects and analyzes the voice of customers and employees through multiple channels (email, Web, print, phone) into a central database for analysis and action. Encompassing a family of solutions, Allegiance Engage includes [customer loyalty and employee retention solutions](#) combined with [professional services](#), training and support. Allegiance experts help companies to select the best feedback channels, customize surveys and execute a strategic action plan to yield measureable results.

“Receiving this award is the best kind of recognition because it means Allegiance is meeting and exceeding customer expectations by providing exceptional products and services,” said Adam Edmunds, Allegiance CEO. “At Allegiance, building customer loyalty and engagement is our number one priority. Today, customer engagement is needed more than ever because it has a powerful impact on retention, growth and profits.”

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 2009 CRM Service Awards will be presented at the CRM Evolution 2009 Conference (<http://www.destinationCRM.com/conferences>) at the Marriott Marquis in New York later this year. An expanded version of the results have been published in the April 2009 issue of CRM magazine--available in print and in digital NXTBook format (<http://www.nxtbook.com/nxtbooks/crmmedia/crm0409/index.php>). The awards package was unveiled online on April 1, 2009, at <http://www.destinationCRM.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 www.destinationCRM.com. The destinationCRM Web site and the monthly magazine are properties of CRM Media, a division of Information Today, Inc.

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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