



FOR IMMEDIATE RELEASE

Geek Squad Founder and Oakland Athletics GM Headline Allegiance Engage Summit 2010 User Conference

- Industry leaders, motivational speakers and customer loyalty experts gather in Deer Valley, Utah on May 16 – 19, 2010 -

SALT LAKE CITY – January 20, 2010 – Mark your calendars now for the Allegiance [Engage Summit 2010](#) on May 16 – 19, 2010 at the [Chateaux Resort at Silver Lake](#) in Deer Valley, Utah. The Engage Summit 2010 is a user conference that brings together inspirational speakers, customer and employee loyalty experts, industry leaders and [Allegiance](#) customers to uncover ways to solve today's most pressing business problems.

More than 60 percent of the conference agenda consists of panels and presentations by Allegiance customers, who will share insights and experiences on improving Voice-of-the-Customer (VOC) and Voice-of-the-Employee (VOE) programs. For professionals in market research, feedback management, VOC, customer retention, loyalty or human resources, the Engage Summit 2010 will provide critical information, best practices and peer-to-peer networking on ways to capitalize on customer and employee engagement.

Confirmed speakers at the Allegiance Engage Summit 2010 user conference include:

Keynote Inspirational Speakers

- **Billy Beane, VP and general manager (GM), Oakland Athletics**
As the revolutionary GM of the Oakland A's, Billy Beane has turned the cash-strapped, small market A's into bonafide contenders. Beane's inspiring tale, a modern day David vs. Goliath, is an unforgettable talk on what it really takes to succeed big, with limited resources.
- **Robert Stephens, founder of the Geek Squad**
Stephens started The Geek Squad with \$200 while still in college. In 2002, Best Buy acquired The Geek Squad and opened Geek Squad precincts in all of its U.S. and Canadian stores. With more than 247,000 agents, The Geek Squad is now North America's largest technology support company offering phone, in-store, and in-home support.
- **Rama Ramakrishnan, Ph.D., Senior Lecturer, MIT Sloan School of Management**
Ramakrishnan is an expert in helping companies derive insight from data through the use of cutting-edge data-mining, pattern-recognition and statistical techniques. Ramakrishnan holds a B.S. in Engineering from the Indian Institute of Technology, Madras and M.S. and Ph.D. degrees in Operations Research from the Massachusetts Institute of Technology.

Industry Leaders and Loyalty Experts

- Todd Rowe, Group VP and General Manager, WW Mid-Market Division, SAP
- Bruce Temkin, VP and Principal Analyst, Customer Experience Management, Forrester Research
- Vicky Stennes, VP In-flight Experience, Jet Blue
- Gary Rhoads, Ph.D., Loyalty Expert, Co-Founder Allegiance, Inc.

Session Topics

- Creating value and ROI from your survey/feedback data
- Customer and employee panels on engagement wins
- Customer case studies: Zions Bancorporation, Life Time Fitness, others
- Making insight out of the social media boom
- Market research panel on advanced data collection techniques
- Survey Design and Analytics boot camps
- And much more

Registration and Information: To register for the Allegiance Engage Summit 2010, to find out more about this year's speakers, and to see the conference agenda, please visit <http://engagesummit.com>.

Supporting Resources

1. [Allegiance press room](#)
2. [Voice of the Customer Blog \(http://blog.allegiance.com\)](http://blog.allegiance.com)
3. [Become a Fan of Allegiance on Facebook](#)
4. [Follow Allegiance on Twitter \(http://twitter.com/allegiancetweet\)](http://twitter.com/allegiancetweet)
5. [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. 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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