



Allegiance to Present “Unlocking the Power of Survey Data and Your Customer Satisfaction Scores with Text Analytics” at Attensity Annual User Conference

WHO: Allegiance Inc., a leading provider of Voice-of-the-Customer (VOC) solutions, will participate at the third annual [Attensity Engage Conference](#), to be held November 9-10, 2010, at the Computer History Museum in Mountain View, Calif.

WHAT: Wednesday, November 10th; 11:45 AM – 12:15 PM

Eric Weight, Director of Text Analytics at Allegiance will lead a session entitled, “Unlocking the Power of Survey Data and Your Customer Satisfaction Scores with Text Analytics.”

Are you able to understand the “why” behind your customer survey scores? Are the detailed insights about your customer’s opinions, issues and ideas locked in your survey verbatim data? Learn how survey analytics are greatly enhanced by connecting structured “score” analytics with the unstructured verbatim data that forms the texture and detail behind your customer feedback.

WHERE: Attensity Engage User Conference 2010
Computer History Museum
1401 North Shoreline Boulevard
Mountain View, California 94043
United States

WHEN: Tuesday, November 9, 2010 – Wednesday, November 10, 2010

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Allegiance Supporting Resources

1. [Allegiance press room](http://www.allegiance.com/news/press.php) <<http://www.allegiance.com/news/press.php>>
2. [Voice of the Customer Blog](http://blog.allegiance.com) <<http://blog.allegiance.com>>
3. [Become a Fan of Allegiance on Facebook](http://www.facebook.com/pages/South-Jordan-UT/Allegiance-Inc/87289901462) <<http://www.facebook.com/pages/South-Jordan-UT/Allegiance-Inc/87289901462>>
4. [Follow Allegiance on Twitter](http://twitter.com/allegiancetweet) <<http://twitter.com/allegiancetweet>>
5. [Allegiance customer success stories and white papers](http://www.allegiance.com/resources/document-library.php) <<http://www.allegiance.com/resources/document-library.php>>

About Allegiance, Inc.

Allegiance, Inc. offers a new approach to [Voice of the Customer \(VOC\) software](#) that gives companies the ability to collect feedback from multiple channels, such as social media, online and mobile surveys, to engage and rescue customers in real time. [Allegiance solutions](#) measure customer and [employee engagement](#), uncover insights, and reveal precise actions to grow loyalty and increase revenue. Allegiance ranked No. 5 on the Inc. 500 list of fastest growing, privately held software companies in 2009 and number two in the Top 10 Growth Chart by the Software 500 in 2010. For more information about Allegiance, visit <http://www.allegiance.com>.

About Attensity Engage Conference

This event will explore how organizations can capitalize on capabilities in Voice of the Customer analytics, social media monitoring and response, and customer service. It will feature

presentations and breakout sessions led by members of the Attensity user community and Attensity partners, as well as technical breakout and sneak preview sessions led by Attensity engineers and senior consultants. Leading experts at companies such as JetBlue Airways, Wells Fargo, Whirlpool and Yahoo!, among others, will present real-world case studies, along with partners such as Allegiance and Weber Shandwick. Registration details for this event can be found at: <http://www.regonline.com/attensity>

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