



**For Immediate Release**

## **Nicor National Selects Allegiance Engage to Boost Customer and Employee Engagement**

*- Service-oriented energy retailer goes beyond satisfaction to customer and employee engagement -*

**SALT LAKE CITY – December 9, 2009** — [Allegiance, Inc.](#), a leading provider of Voice-of-the-Customer (VOC) solutions that help companies capitalize on customer and employee engagement, today announced that Nicor National, a provider of turnkey energy efficiency and warranty solutions for utilities across the country, has selected the Allegiance Engage platform for managing, responding to and analyzing customer and employee feedback.

“We operate in a highly competitive environment where customer retention and employee engagement are extremely important,” said Bob Bean, VP of marketing at Nicor National. “Nicor National has been recognized for its high customer satisfaction, but we want to boost that further with a robust Voice-of-the-Customer and Voice-of-the-Employee program. We chose Allegiance due to its reputation in the industry and its extensive reporting capabilities that allow us to take action on both customer and employee feedback to improve the services we provide and our company culture.”

Nicor National will use Allegiance Engage to gather and consolidate feedback in its call center, where it handles more than one million telephone, e-mail, and fax inquiries from customers annually. For three consecutive years Nicor National’s call center has been certified by J.D. Power and Associates for providing “An Outstanding Customer Service Experience.”\* Building positive relationships with partners and customers is the cornerstone of Nicor National’s goal to become the leading provider of energy management and warranty solutions across the nation.

“Nicor National understands the direct connection between customer and employee engagement and improved business performance. Allegiance solutions give Nicor National the ability to make decisions based on the feedback being gathered and quickly improve retention,” said Adam Edmunds, CEO of Allegiance. “We are excited to work with Nicor National to help them reach their retention goals, both with customers and employees.”

The Allegiance Engage platform offers the only comprehensive, multi-channel platform for collecting, managing and analyzing customer, employee and partner feedback. Allegiance Engage helps companies predict future consequences of current customer/employee attitudes, correlate customer/employee engagement with quantifiable measurements like profitability, and use feedback to make improvements to performance, services or products.

*\*For J.D. Power and Associates 2009 Call Center Certification Program<sup>SM</sup> information, visit [www.jdpower.com](http://www.jdpower.com).*

### **Supporting Resources**

- [Allegiance press room](#)
- [Voice of the Customer Blog \(http://blog.allegiance.com\)](http://blog.allegiance.com)
- [Become a Fan of Allegiance on Facebook](#)
- [Follow Allegiance on Twitter \(http://twitter.com/allegiancetweet\)](http://twitter.com/allegiancetweet)
- [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 58<sup>th</sup> 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>.

### **About Nicor National**

Nicor National is a non-regulated subsidiary of Nicor Inc. (NYSE: GAS), and affiliate of Nicor Gas, one of the nation's largest natural gas distribution companies. Nicor National markets "Home Solutions," a proprietary line of customizable home warranty and energy efficiency plans that can be co-branded with utility and energy companies to maximize financial performance and build and sustain customer satisfaction. For more information, visit [www.nicornational.com](http://www.nicornational.com).

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