



**FOR IMMEDIATE RELEASE**

## **White Paper: Capitalizing on Customer Feedback — Creating Measurable Value from Voice of the Customer (VOC) Programs**

*- New paper from Allegiance, Inc. and Peppers & Rogers Group reveals practical ways to maximize effectiveness of VOC programs -*

**SALT LAKE CITY – February 3, 2010** – Listening to customers is essential, but it is not always practiced effectively. Now available from [Allegiance, Inc.](#) and [Peppers & Rogers Group](#), a new white paper titled ***Capitalizing on Customer Feedback: Creating Measurable Value from Voice of the Customer (VOC) Programs*** provides insights and analysis on how to acquire and apply business insights throughout the enterprise to achieve sustainable growth. The white paper also includes [case studies](#) and examples of [VOC](#) principles in practice.

“Companies today must be able to adapt to unpredictable and unstoppable change. A VOC program can play a pivotal role in this process and deliver other key business benefits,” said Adam Edmunds, president of Allegiance. “Analyzing [customer feedback](#) data to produce business insight has historically been a challenge for most organizations, but now there is technology available that provides a centralized and integrated database combined with powerful, straightforward statistical tools.”

According to the paper, capitalizing on customer feedback requires more than the occasional sending of surveys in response to ad hoc business needs. It requires a strategic and ongoing dedication to hearing, listening, understanding and acting upon the VOC through a formal program built upon actively listening to customers and regularly taking a pulse of their level of engagement. This information should be shared throughout the organization, including sales, customer service, marketing, product development, finance and human resources.

“The era of the silent customer is gone for good. Customers will make their voices known one way or another. With a VOC program, a company can channel some of that energy and maximize its value to the firm,” said Don Peppers, founding partner, Peppers & Rogers Group. “A company cannot settle for “reading the tealeaves” of transactional databases anymore in an attempt to detect customers’ needs. It’s critical to hear directly from customers.”

Included in the paper are specific principles to follow in order to realize a return on investment in VOC programs. These principles include attaining clarity on the business problem to solve, analyzing structured and unstructured customer feedback with text mining and other technology, acting on customer feedback, and embedding customer feedback into the company culture.

To download a copy of the paper “Capitalizing on Customer Feedback: Creating Measurable Value from Voice of the Customer Programs” visit <http://allegiance.com/prgvoc>.

## **Allegiance 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 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> . To register for the Allegiance Engage Summit 2010, visit <http://engagesummit.com>.

## **About Peppers & Rogers Group**

Peppers & Rogers Group is a management consulting firm, recognized as the world's leading authority and acknowledged thought leader on customer-based strategies and underlying business initiatives. Founded in 1993 by Don Peppers and Martha Rogers, Ph.D., Peppers & Rogers Group invented the term 1to1® marketing to illustrate the importance of treating different customers differently, and transformed the concepts into practical methodologies driving financial results for companies. Peppers & Rogers Group extends its voice in the marketplace through 1to1 Media, its independent publishing division. For more information, visit [www.peppersandrogersgroup.com](http://www.peppersandrogersgroup.com).

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