



**ALLEGIANCE™**

*The Power to Engage*



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—Jeff Olsen, Director of Education Services

## Allegiance achieves 100% satisfaction rating with eLearning applications from WebEx.



### INDUSTRY Technology

### WEBEX APPLICATIONS

WebEx Sales Center, Training Center, Learning Manager by GeoLearning, Consulting Services, Support Center, Event Center, Meeting Center

### SUMMARY

Allegiance needed a flexible, quick-to-market training program that would keep customers up-to-date on software upgrades. By using WebEx Training Center in conjunction with Learning Manager by GeoLearning and WebEx Consulting Services, Allegiance was able to develop a sophisticated training program in a matter of months. WebEx technology enables Allegiance to reach more customers, provide comprehensive support, and deliver extremely high levels of customer satisfaction.

### ABOUT ALLEGIANCE, INC.

- **Line of Business**  
Business management software and professional services
- **Headquarters**  
South Jordan, UT
- **Number of Employees**  
35
- **Target Market**  
Managers and executives across multiple industries
- **WebEx Customer Since 2007**

Allegiance, Inc. provides Enterprise Feedback Management (EFM) solutions that help organizations drive growth and increase profitability. The Allegiance Engage Platform is a centralized feedback collection system that offers management tools and predictive analytics to help forecast future customer and employee behavior. Serving more than 1500 customers of all sizes in a variety of industries, Allegiance also delivers a wide range of professional services such as training and consulting to help clients implement best practices for improving loyalty and engagement across the enterprise.

### The Challenge

Allegiance needed to find a way to help customers take full advantage of the company’s Web-based software. So when Jeff Olsen joined Allegiance as Director of Education Services in 2007, he was tasked with building a professional services program that would offer consulting, training, and support to help customers use the software and keep them informed about new upgrades. “It’s pretty obvious to us that if customers know all about our latest software features, they’ll see even greater value in what we offer,” Olsen explains. “So we knew it was important to have up-to-the-minute training functionality. And the best way for a small company like ours to build a flexible, quick-to-market training program is to go strictly with eLearning.”

### The Solution

Olsen had used WebEx Training Center in his previous position, so he knew that it was intuitive and reliable. More importantly, however, WebEx offered a feature set that would enable him to deliver a game-changing training program in very short order. “For our purposes, the chief advantage of WebEx is that it integrates beautifully with eCommerce,” he explains. “I wanted to launch a ‘training passport’ program so that our clients could pay one price and have access to a really wide range of training options. WebEx made it easy for me to offer that kind of flexibility to our customers.”

WebEx Hands-On Lab was another major selling point. “We wanted to try alternative assessment techniques—in particular, performance-based assessments—at the end of each course,” says Olsen. “We knew that a hands-on component would provide the most effective possible training for our clients.” He notes that other interactive WebEx features, including the ability to divide classes into breakout sessions for intensive small-group activities, help each attendee feel like a proactive participant rather than a passive spectator. “Training Center is simply the best service out there for engaging with remote trainees as dynamically as possible,” he says.

In a matter of months, Allegiance developed a sophisticated training program for both current and prospective customers. New clients welcome the mandatory training program, as it helps them become familiar with the software features from the start. Established customers can take advantage of ad hoc training for new hires or self-paced re-training for anyone who needs a refresher.

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“With WebEx, we’ve found a training solution that offers the same flexibility that our customers have come to expect from Allegiance products,” says Olsen. “We can keep them informed while we keep pace with changes in our industry.”

Olsen notes that Learning Manager by GeoLearning has brought Allegiance’s training program to a whole new level. “Since we’re a small organization rolling out a large training program, having a learning management system is absolutely critical,” he says. “With GeoLearning, we can easily direct customers to the course sets that they require. We can administer learning plans and keep track of each customer’s progress for certification purposes. It makes a huge difference for us.” In order to manage the transition to GeoLearning, Olsen and his team secured the help of WebEx Consulting Services for customized guidance in making the most of a learning management system. “Consulting Services really delivered quality insight based on the business goals we shared with them,” says Olsen. “They listened to us, and the results have been just great.”

Allegiance also uses WebEx Meeting Center for sales demos and WebEx Event Center for large-scale online events. Each webinar attracts as many as 100 attendees and features guest lecturers from the company’s board of directors. “Our salespeople are inundated with follow-up calls after each webinar,” Olsen notes. “These tools have been just tremendous in helping us attract an even larger client base.”

### The Benefits

By using WebEx applications for training sessions, large-scale online events, and sales demos, Allegiance has found an ideal set of solutions for integrating the company’s sales and outreach efforts.

WebEx enables Allegiance to achieve the reach of a far larger organization. “After one of our training sessions, a customer wrote to say, ‘You must have a staff of 10 or 12 people to pull this off,’” Olsen recalls. “I didn’t want to tell him that my training organization consists of exactly two people.” Shortly after the initial roll-out of WebEx, a particularly large customer needed comprehensive training within a very compressed timeframe. Olsen’s two-person team managed to deliver 210 live courses to approximately 800 participants in only 45 days. “Throughout all those live sessions, we didn’t drop a single call,” he recalls. “And we actually pulled off a 100 percent satisfaction rating. Could we have done that in such a short period of time without WebEx? No way.”

WebEx technology offers Allegiance a significant competitive edge. Many of the company’s competitors offer professional services such as consulting and support, but none offer comprehensive training packages. “Now that we have a full-service training program that’s easy for customers to use and delivers such high levels of satisfaction, we have a huge advantage in winning new business,” says Olsen. “For a company of our size and in our space, the results have been amazing.”

### The Future

Allegiance is in the early stages of adopting WebEx Support Center for the delivery of fast remote support to customers around the world. Olsen is working with the head of the company’s support organization to create a 24/7 help desk with automatic call distribution through WebEx Support Center Remote Support WebACD. “The support piece is just one more way that WebEx is helping us optimize our resources as an organization,” says Olsen. “We’re looking forward to finding other ways that this technology can help us grow.”

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## HIGHLIGHTS

- By using WebEx to roll out major training programs in compressed timeframes, Allegiance can achieve the reach of a far larger organization.
- WebEx offers Allegiance a significant competitive edge, since none of the company’s direct competitors offer comprehensive training packages.
- By using WebEx for training sessions, large-scale events, and sales demos, Allegiance has found an ideal solution set for integrating all sales and outreach efforts.