



## Customer Experience Consultancy Joins The Allegiant Group

### Cincinnati, OH

The Allegiant Group, Inc., a leading loyalty management and marketing company, has announced that Customer Contact Insights, Inc., a specialty customer experience consultancy has aligned itself with Allegiant. Under the alliance, CCI will partner with Allegiant to provide a full spectrum of loyalty products and services to both companies' clients. Cincinnati-area based CCI is the 12<sup>th</sup> company to enter into an alliance with Allegiant since its founding in 2005. CCI president Christine Wright is a former senior executive at Convergys and a veteran in customer experience management and customer contact analytics.

“Consumer Contact Insights has significant depth in a burgeoning specialty area within customer loyalty known as CEM--Customer Experience Management. Their unique skill-set, coupled with the existing products and services within The Allegiant Group enables us to provide a very broad range of capabilities to both company's clients” said Stephen Drees—president and founder of Allegiant.

Customer Contact Insights is the latest company to partner with Allegiant. Eleven other companies are in partnership with Allegiant including: Shift Global, Loyalty Research Center, Customer Asset Consulting Group, FiSite Research, 121 Marketer, Bullseye Marketing Group, Profitable Projects, Hendricks Consulting, Top Gun Sales Performance System, Kahmann Elements and Loyalty Lab. Allegiant offers best-in-class reward currencies through private label partnerships with leading reward companies. Its reward certificates and stored value cards are accepted nationwide for purchases and experiences in categories such as retail, travel, dining, movies & entertainment, sports & leisure.

Allegiant members and partner companies have experience in numerous industries with a *Who's Who* list of B2C and B2B clients including: Time Warner, Titleist Golf, The Limited, Panasonic, Bacardi Global Brands, American Express, E-Trade, MBNA America, Philips Electronics, The Prudential, Exxon/Mobil, Unilever, General Electric, Walmart, Bank of America, Sears, Cummins Engines, Miller Brewing, Best Buy, Ford Motor Co., Hershey Foods, US Bancorp, Goodyear, Macy's, AT&T, McDonald's, Aetna, Procter & Gamble, Allstate, Home Depot, Sprint and many more.

Allegiant has members, representatives and alliance partners in ten principal U.S. cities. Headquartered in Cincinnati, it serves clients throughout the U.S. and abroad. To obtain free white papers, *The Six P's of Customer Loyalty* and *Choreographing the Customer Experience* visit [www.allegiant-group.com](http://www.allegiant-group.com).

Allegiant, based in Cincinnati, is a leader in integrated loyalty marketing and management. Allegiant partners with client companies to *Harness the Power of Loyalty™* with customers, employees and sales channels. Utilized individually, in combination, or in a fully integrated manner—Allegiant's full array of products and services can help solve most any loyalty challenge. Learn more at [www.allegiant-group.com](http://www.allegiant-group.com).

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