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BusinessWire

Industry Veterans Form Loyalty Management Firm--The Allegiant Group, Inc.

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The Allegiant Group, Inc., a loyalty management and marketing company, has been formed to assist companies to optimize relationships with customers, employees and sales channels. Allegiant's senior members are experienced industry veterans forming a coalition of nine specialty companies organized under a common brand and business philosophy.

Allegiant partner companies include: Shift Global, Loyalty Research Center, Customer Asset Consulting Group, 121 Marketer, Bullseye Marketing Group, FiSite Research, Profitable Projects, Hendricks Consulting, Top Gun Sales Performance System. Allegiant also offers best-in-class reward currencies. Its reward certificates and stored value cards are accepted nationwide for purchases and experiences at retail, travel, dining, movies & entertainment, sport & leisure.

Allegiant senior members 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 and many more.

"Aggregating the expertise of our members and alliance partners in a seamless fashion is a 21st century business model that enables us to provide a unique breadth of products, services and talent to our clients," said Stephen Drees--president and founder. Allegiant provides a complete suite of loyalty management advisory and marketing services as well as a full array of reward products for loyalty programs, consumer promotions, employee and sales motivation programs.

Drees came out of the payment systems industry where he developed affinity and co-brand loyalty card products for MasterCard and leading credit and debit card issuers. Previously, he was President and CEO of Quantum Loyalty Systems, Inc. where he led it to record growth and two-time selection to the prestigious Inc 500 list of fastest growing private companies in the U.S.

Allegiant has members, representatives and alliance partners in eight principal U.S. cities. Headquartered in Cincinnati, it serves clients throughout the U.S. and abroad. To obtain a free white paper, Allegiant On: Customer Loyalty, go to www.allegiant-group.com or call 513.701.1801.

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