

Allegiant Services: **Customer Relationship Management (CRM)**

CRM means a lot of different things to a lot of different companies. At Allegiant, CRM is the software technology that enables you to initiate and maintain an interactive dialog with your customers. Properly envisioned and executed, CRM software can enhance and optimize any of the following interactions with your customer:

- New customer registration
- Ongoing customer communication
- Customer service
- Behaviorally-based offers
- Cross sell offerings
- Reward and recognition programs
- Customer loyalty programs
- Customer feedback
- Product/Service Offerings

Allegiant offers CRM software solutions designed to interface with most any preexisting system to support:

- 1 to 1 Marketing
- Loyalty program management

Allegiant CRM services can be provided on an as needed basis, or as one component of a complete and integrated loyalty management solution for your company. Allow us the opportunity to partner with you and experience how Allegiant delivers solutions that Harness the Power of Loyalty™ for your business.