

## Allegiant Services: **Research**

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Allegiant provides a full suite of research services to help you solve most any loyalty issue. Allegiant offers both quantitative and qualitative research methods to uncover challenges and opportunities that can affect the loyalty of your customers, employees and sales channels. While research studies can be customized to meet your most unique loyalty challenges, research typically falls into any combination of the following:

### **Areas Of Expertise:**

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- Voice of the customer (VOC)
- Loyalty measurement
- Panel Groups
- New product/service ideation
- Point-in-time studies
- Ongoing tracking systems
- Loyalty audits
- Focus groups
- Secret shopper feedback
- Custom studies
- Performance Scorecards

Allegiant research 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.

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