

ELOYALTY CORP  
Form 8-K  
August 04, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15(d) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**

**Date of report (Date of earliest event reported): August 4, 2010**

**eLOYALTY CORPORATION**

**(Exact Name of Registrant as Specified in Charter)**

**Delaware**

**(State or Other Jurisdiction of Incorporation)**

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**0-27975**  
(Commission File Number)

**36-4304577**  
(IRS Employer Identification No.)

**150 Field Drive, Suite 250, Lake Forest, Illinois**  
(Address of Principal Executive Offices)

**60045**  
(Zip Code)

**Registrant's telephone number, including area code: (847) 582-7000**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 2.02. Results of Operations and Financial Condition.**

The following information, including the exhibits described below, are provided pursuant to Items 2.02 and 7.01 of Form 8-K and shall not be deemed filed hereunder for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act), or incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

On August 4, 2010, eLoyalty announced its results of operations for the second quarter of 2010. A copy of the press release announcing the Company's second quarter 2010 results is included as Exhibit 99.1 to this Form 8-K report and is incorporated by reference.

On August 4, 2010, eLoyalty Corporation will host a conference regarding its second quarter 2010 results of operations. The presentation materials relating to that conference call are available on the Company's website, [www.loyalty.com](http://www.loyalty.com), and are attached as Exhibit 99.2 to this report and are incorporated by reference.

**Item 7.01. Regulation FD Disclosure.**

See Item 2.02 Results of Operations and Financial Condition above.

**Item 9.01. Financial Statements and Exhibits.**

(a), (b), and (c) not applicable.

(d) *Exhibits:*

99.1 Press Release, dated August 4, 2010, announcing eLoyalty's second quarter 2010 results of operations (furnished herewith).

99.2 Power Point presentation delivered by the Company's Chief Executive Officer and Chief Financial Officer on August 4, 2010 (furnished herewith).

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**eLOYALTY CORPORATION**

Date: August 4, 2010

By: /s/ WILLIAM B. NOON  
William B. Noon  
*Vice President and Chief Financial Officer*