

ELOYALTY CORP  
Form 8-K  
August 09, 2006

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**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 9, 2006**  
**eLOYALTY CORPORATION**  
(Exact Name of Registrant as Specified in Charter)

<b>Delaware</b> (State or Other Jurisdiction of Incorporation)	<b>0-27975</b> (Commission File Number)	<b>36-4304577</b> (IRS Employer Identification No.)
<b>150 Field Drive, Suite 250, Lake Forest, Illinois</b> (Address of Principal Executive Offices)		<b>60045</b> (Zip Code)
Registrant's telephone number, including area code: <b>(847) 582-7000</b>		

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))
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**Item 7.01 Regulation FD Disclosure**

On August 9, 2006, eLoyalty Corporation (the Corporation ) presented during its earnings conference call. The presentation is available on the Company s website, www.loyalty.com, and is attached as exhibit 99 to this report.

**Item 9.01 Financial Statements and Exhibits**

(a) and (b) not applicable

(c) Exhibit Index:

99 Power Point presentation delivered by the Company s Chief Executive Officer and Chief Financial Officer on August 9, 2006.

**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 9, 2006

By: /s/ STEVEN C. POLLEMA

Steven C. Pollema  
*Vice President, Operations and Chief Financial  
Officer*