

ELOYALTY CORP  
Form 8-K  
February 14, 2007

**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): February 14, 2007**

**eLOYALTY CORPORATION**

(Exact Name of Registrant as Specified in Charter)

**Delaware**

(State or Other Jurisdiction of  
Incorporation)

**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 7.01 Regulation FD Disclosure

On February 14, 2007, eLoyalty Corporation will host a conference regarding its fourth quarter 2006 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 99.1 to this report and are incorporated by reference.

Item 9.01 Financial Statements and Exhibits

(a) and (b) not applicable

(c) Exhibit Index:

99.1 Power Point presentation delivered by the Company's Chief Executive Officer and Chief Financial Officer on February 14, 2007.

**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: February 14, 2007

By: /s/ STEVEN C. POLLEMA

Steven C. Pollema

*Vice President, Operations and Chief Financial  
Officer*