

ELOYALTY CORP  
Form 8-K  
November 20, 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): **November 20, 2006**  
**eLOYALTY CORPORATION**  
(Exact Name of Registrant as Specified in Charter)

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| <b>Delaware</b><br>(State or Other Jurisdiction of<br>Incorporation) | <b>0-27975</b><br>(Commission File Number) | <b>36-4304577</b><br>(IRS Employer Identification No.) |
|--|--|--|

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|--|----------------------------|
| <b>150 Field Drive, Suite 250, Lake Forest, Illinois</b><br>(Address of Principal Executive Offices) | <b>60045</b><br>(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))
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**Item 8.01 Other Events**

The following information, including the exhibit described below, 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 November 20, 2006, eLoyalty announced that the Registration Statement filed for its previously announced common stock rights offering was declared effective on November 20, 2006 by the Securities and Exchange Commission. A copy of the press release announcing the effective date of the common stock rights offering is included as Exhibit 99.1 to this Form 8-K report and is incorporated by reference.

**Item 9.01 Financial Statements and Exhibits**

(a) and (b) not applicable

(c) Exhibit Index:

99.1 Press Release, dated November 20, 2006, announcing eLoyalty s effective date for its previously announced common stock rights offering.

**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: November 20, 2006

By: /s/ STEVEN C. POLLEMA

Steven C. Pollema

*Vice President, Operations and Chief*

*Financial Officer*

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EXHIBIT INDEX

| Exhibit<br>Number | Description   |
|-------------------|---|
| 99.1              | Press Release, dated November 20, 2006, effective date for its previously announced common stock rights offering. |