

ELOYALTY CORP  
Form 8-K  
October 12, 2004

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

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**FORM 8-K**

Current Report

Pursuant To Section 13 or 15 (d) of the  
Securities Exchange Act of 1934

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Date of Report (Date of earliest event reported): October 6, 2004

**eLOYALTY CORPORATION**

(Exact Name of Registrant as Specified in Charter)

**Delaware**  
(State or other jurisdiction  
of incorporation or organization)

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

**36-4304577**  
(I.R.S. Employer of Incorporation  
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))
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**ITEM 5.02. DEPARTURE OF DIRECTORS OR PRINCIPAL OFFICERS; ELECTION OF DIRECTORS; APPOINTMENT OF PRINCIPAL OFFICERS.**

eLoyalty Corporation has announced that Timothy Cunningham will resign as Chief Financial Officer and Corporate Secretary effective January 15, 2005. Steven Pollema, currently eLoyalty's Vice President of Delivery and Operations, will assume Mr. Cunningham's responsibilities in a move designed to streamline the organization. A copy of the company's press release making this announcement is filed herewith as Exhibit 99.1 and incorporated by reference herein.

**ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS.**

**Exhibit No. Description**

99.1	Press release issued October 11, 2004.
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**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: October 11, 2004

By: /s/ Timothy J. Cunningham  
Timothy J. Cunningham  
Vice President and Chief Financial  
Officer