

Noon William Boyd  
 Form 3/A  
 March 02, 2009

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|   |         |   |  |   |
|---|---------|---|--|---|
| 1. Name and Address of Reporting Person * |         | 2. Date of Event Requiring Statement  | 3. Issuer Name <b>and</b> Ticker or Trading Symbol   |   |
| Noon William Boyd                         |         | (Month/Day/Year)  | ELOYALTY CORP [ELOY]                                 |   |
| (Last)                                    | (First) | (Middle)  | 02/12/2009   |   |
| 150 FIELD DRIVE, SUITE 250                |         | 4. Relationship of Reporting Person(s) to Issuer  |  |   |
| (Street)                                  |         | (Check all applicable)  |  |   |
| LAKE FOREST, IL 60045                     |         | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below)    (specify below)<br>Vice President and CFO |  |   |
| (City)                                    | (State) | (Zip)   | 5. If Amendment, Date Original Filed(Month/Day/Year) |   |
|   |         |   | 02/19/2009   |   |
| 1. Title of Security                      |         | 2. Amount of Securities Beneficially Owned  |  | 3. Ownership  |
| (Instr. 4)                                |         | (Instr. 4)  |  | Form: Direct (D) or Indirect (I)                      |
| Common Stock                              |         | 29,739 <sup>(1)</sup>   |  | D   |
|   |         |   |  | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|   |         |   |  | ^   |

**Table I - Non-Derivative Securities Beneficially Owned**

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
|  | Date Exercisable    Expiration Date                      | Title    Amount or Number of  |  |  |   |

Shares (I)  
(Instr. 5)

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                          |       |
|--|---------------|-----------|--------------------------|-------|
|  | Director      | 10% Owner | Officer                  | Other |
| Noon William Boyd<br>150 FIELD DRIVE, SUITE 250<br>LAKE FOREST, IL 60045 | Â             | Â         | Â Vice President and CFO | Â     |

## Signatures

William B. 03/02/2009  
Noon

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Amended filing to reflect correct ownership number.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.