

## Community

Gather feedback on-demand with a private community of opted-in members.

Alida enables customer-centric brands to create a consistent flow of deep insights from customers or employees. Community by Alida uses a relationship-based approach to help organizations make decisions with their customers, not for them, by building progressive profiles that enable deep segmentation. Motivations, preferences, and beliefs are translated into actionable data points to deliver best-in-class experiences, accelerate innovation, increase revenue, and mitigate decision risk.

### Progressive Profiling

Develop rich profiles and deep segmentation

- Build and enrich customer profiles over time with demographic, interest, and motivation data.
- Anticipate customer behavior based on prior interactions and data from other sources.
- Personalize activities to specific segments based on Profile Variables.

### Surveys

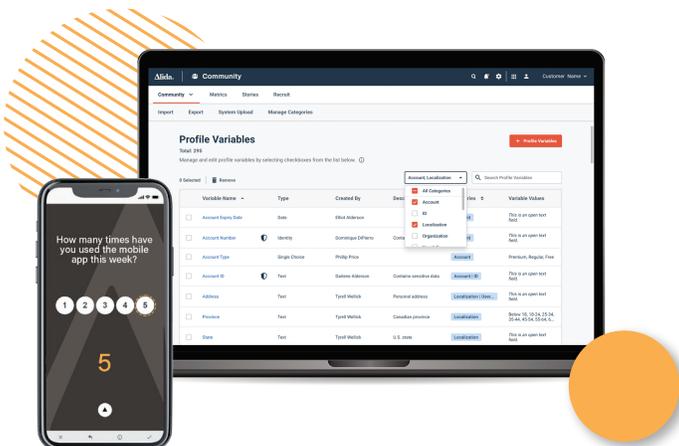
Drive meaningful engagement to uncover deep truths from the right people at the right time

- Power your insights with unlimited surveys and responses.
- Obtain industry-leading response rates that often exceed 50%.
- Deliver surveys on any device and in multiple languages.
- Leverage advanced methodologies and capabilities including powerful scripting and recode capabilities, conjoint analysis, MaxDiff, and survey logic.

### Video Discussions

Collect qualitative feedback with the power of live video

- Create, schedule, and conduct in-depth interviews and virtual focus groups with community members to bring experiences to life.
- Gain a deeper understanding of customer behavior and sentiment.
- Achieve faster time to insight with built-in transcription, integrated discussion guide, highlight showreels, screen sharing, interactive whiteboard, and more.



## Hubs

### Share insights to stimulate engagement and collaboration

- Engage members with exclusive content and compelling quick polls.
- Share insights with internal stakeholders in a central, secure workspace.
- Members and stakeholders can engage in community activities and review sharebacks on-the-go with the Community Mobile App.

## Analysis & Reporting

### Reveal customer insights from new and existing data

- Apply advanced tools, including crosstabs, weighting, and text and sentiment analysis for critical insights on customer segments.
- Create and share reports or export in various formats for fast, in-depth analysis.
- Integrate data from your CRM, HRIS, marketing automation, data management, BI tools and more through enterprise-grade APIs.
- Monitor survey progress and community engagement with the Alida Mobile App.

## Forums

### Enrich understanding through conversation

- Capture real-time qualitative feedback with discussion forums.
- Give members a space to interact with each other and build a sense of community.

## Security & Compliance

### Create a safe place for community members to engage

- Cloud-based, multi-tenant, SaaS application has authorization checks and role-based access management to ensure only those with permission can participate.
- Double opt-in ensures compliance with the strictest privacy legislation.
- Alida is ISO compliant, and GDPR, CCPA, and HIPAA ready.

# MAKE COMMUNITY CENTRAL TO YOUR CX PROGRAM

## Access audiences that matter most

Community makes it easy to connect with people who reflect your diverse and ever-changing customer base and who represent your greatest revenue and growth opportunities, even those in hard-to-reach segments.

## Build a richer picture of your customers

Layer demographics, purchase, and behavioral data into community member profiles and go deeper with follow-up questions and ongoing collaboration. Every interaction contributes to a fuller understanding of your customers as they evolve.

## Test and validate strategies at scale

Co-create and continually improve products, services, and processes by collaborating with people who care about your business. Involve customers and employees in key decisions and let them know how their feedback is used.

## Uncover more value with world-class support

Get more from your community with the support of Alida's customer success, value engineering, and professional services teams to develop strategies that deliver greater ROI. Access 20+ years of expertise and best practices to help you build, maintain, and grow a thriving community.

