

# Alida.

# PRODUCT PORTFOLIO

Alida created the world's first CXM and insights platform, empowering customer-obsessed brands to ensure that every decision is designed to elevate the customer experience. Combining broad feedback and deep insights allows you to uncover and action your customers' truths. The Alida platform was designed for companies that want to make decisions with their customers, not for them. From a first-time customer to a long-term strategic partner, the Alida platform helps brands understand and act on their customers' truth to improve customer experience, increase revenue and accelerate innovation.

## THE BENEFITS

### Broad Feedback from Entire Customer Base

Key sources of feedback:

- Surveys
- Online reviews
- Social sentiment data
- Contact center data

### Deep Insights from Insight Community Members

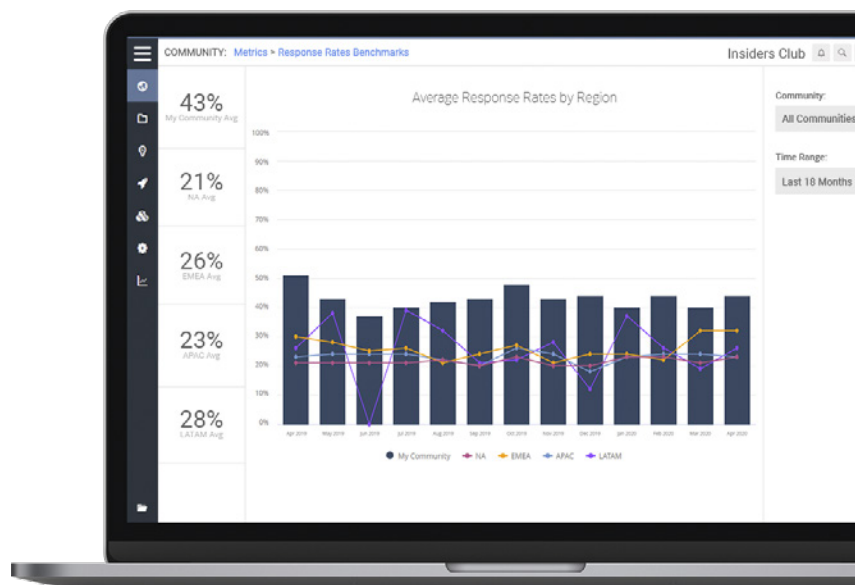
Key sources of feedback:

- Product, concept or service validation
- User experience insights
- Message or campaign review
- Advisory board advice



Whether you are looking for input from your broader customer base or your profiled insight community members, we enable brands to excel around the following use cases:

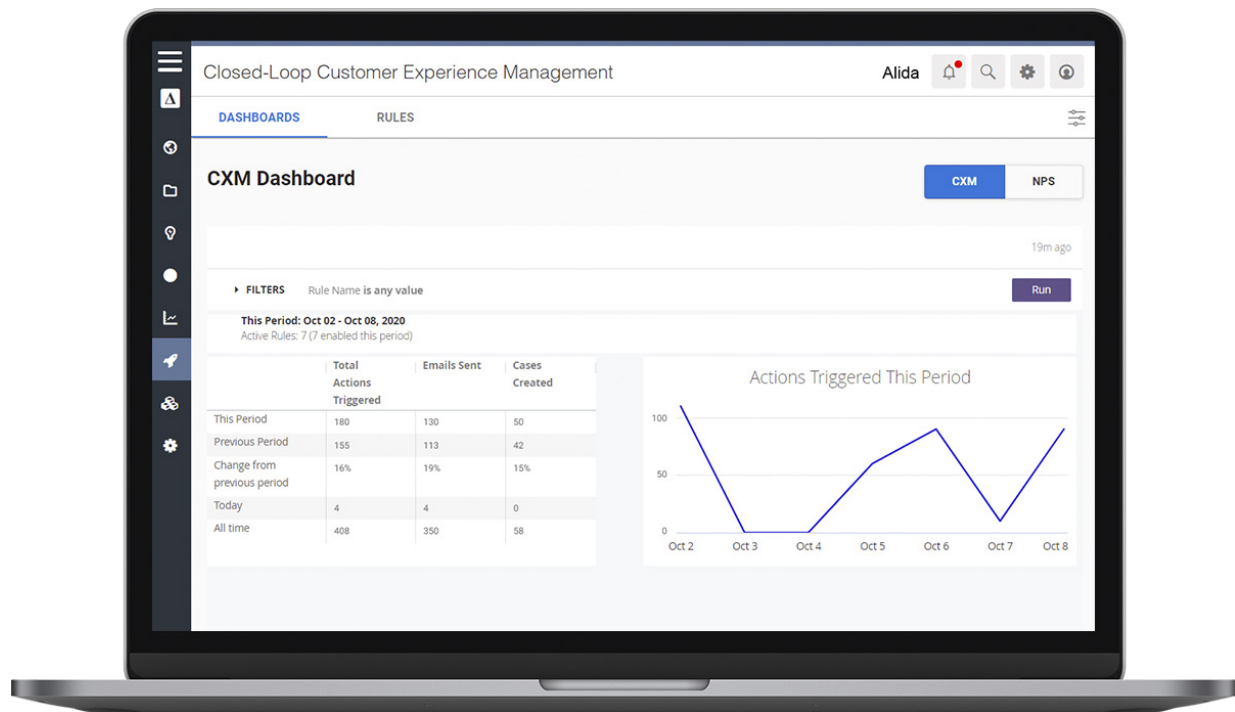
- Voice of the Customer
- Voice of Employee
- Customer Journey
- Product and UX Design
- Customer Satisfaction and Advocacy
- Marketing and Advertising



## THE PRODUCTS

# Alida.CXM

Alida CXM was designed for brands that don't just care about listening to the voice of their customer but want to action these insights across their business to close the feedback loop. With Alida CXM, brands can take in customer feedback, perform automatic actioning using a configurable rule engine, create and manage cases and have complete visibility into key customer experience metrics such as NPS®. Alida CXM empowers brands to action customer feedback to constantly foster and deepen brand loyalty and advocacy.

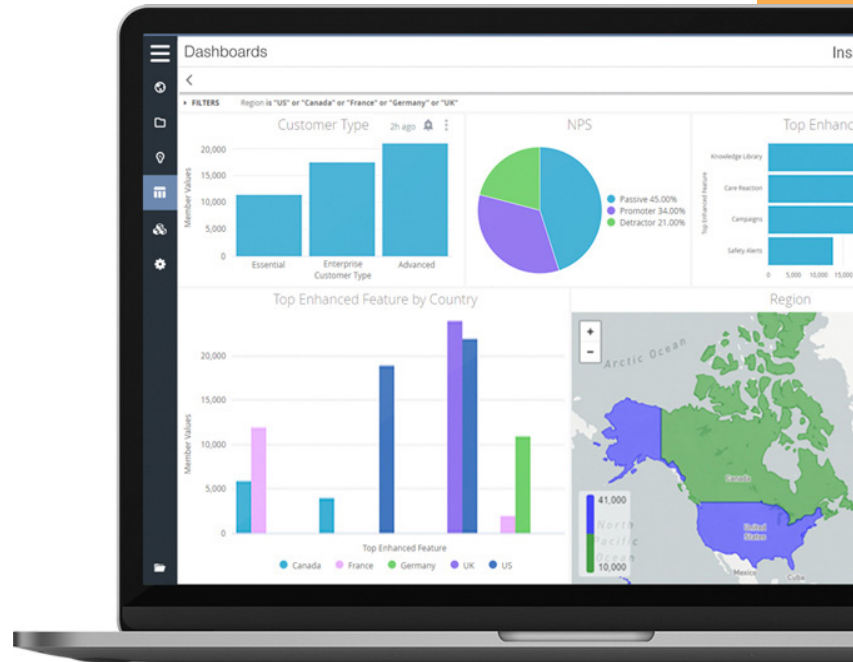


- Close the feedback loop by automatically actioning feedback in real time
- Increase visibility into customer experience and satisfaction trends
- Integrated customer feedback
- CXM Dashboard
- Configurable Rule Engine
- Automated follow-up
- Salesforce Case Management Integration
- Case Management Dashboard
- Integrations (App Center)

## THE PRODUCTS

# Alida.SPARQ

Alida Sparq enables customer-centric brands to create a consistent flow of deep customer insights through a digital insight community. Alida Sparq uses a relationship-based approach to progressively profile and segment customers at every interaction, producing rich customer insights to help organizations make decisions with their customers, not for them. Customer truths like motivations, preferences, and beliefs are translated into actionable data points. With Alida Sparq, our clients turn those truths into action to improve customer experience, accelerate innovation, increase revenue, and mitigate decision risk.



- Deliver customer insights that can't be obtained anywhere else with progressive profiling
- Easily share and augment customer data through Alida Sparq integrations
- Accelerated time to value with best practice activity templates
- Insight Community
- Surveys (25+ question types)
- Email/URL survey distribution
- Discussion Forums
- Reporting & Analysis
- Text & Sentiment Analysis
- Statistical Significance Testing
- Community Health Dashboard
- Member Hub & Newsletters
- Quick Polls
- Mobile App
- Add-on: Stakeholder Hub
- Add-on: Advanced Survey Features
- Jumpstart - onboarding service that enables insight community launch in just 5 days



Alida Sparq supports dozens of languages, including Chinese, Czech, Danish, Dutch, English, French, German, Greek, Japanese, Korean, Russian, Spanish, and Tagalog.

## THE PRODUCTS

# Alida.ANALYTICS

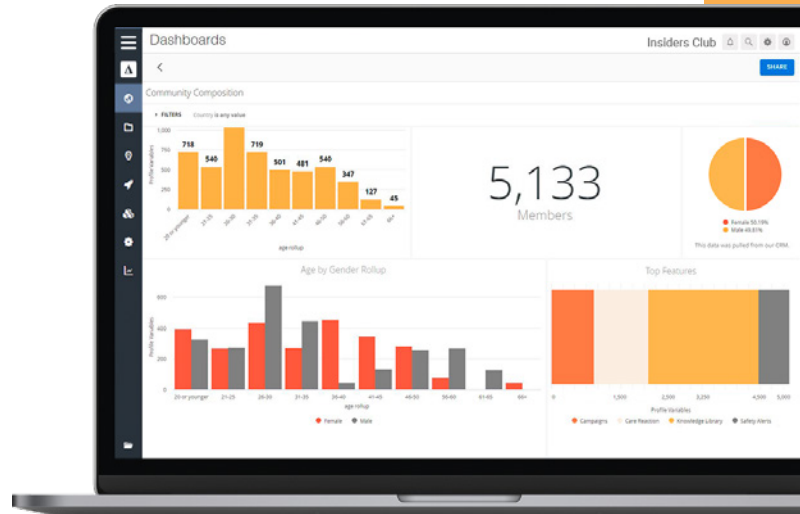
Alida Analytics was designed for brands that want end-to-end visibility into critical customer experience metrics. With Alida Analytics brands have access to real-time, role-based, mobile dashboards that are completely customizable to provide them with the most up-to-date information about their community and the ability to monitor key performance indicators in real-time.

- Provide greater transparency to key stakeholders and democratize insights
- Enable data-driven decision makings with access to critical customer data
- Real-time, customized dashboards
- Community composition health & monitoring
- Many visualization options

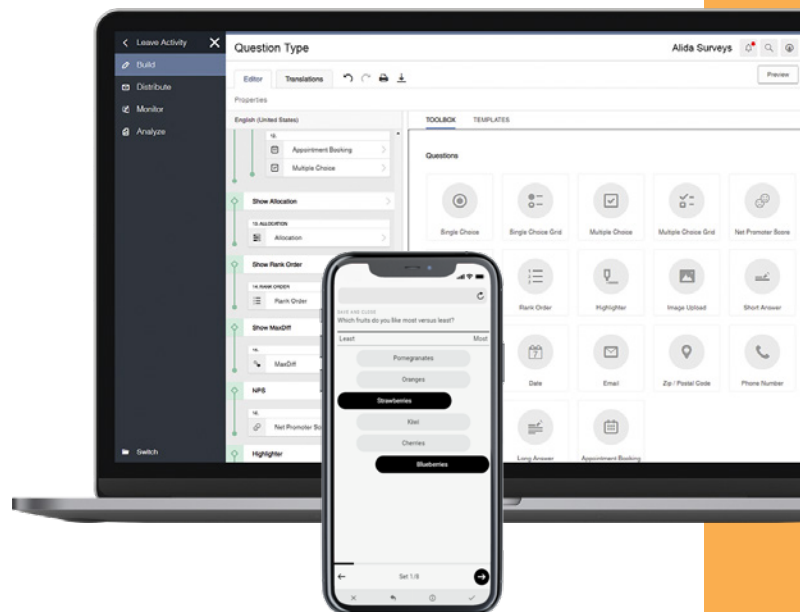
# Alida.SURVEYS

Alida Surveys offers organizations a comprehensive and intuitive ad-hoc survey solution so they can learn about their customers' experiences in a way that uncovers truths requiring action.

- Learn from the right customers at the right time
- Deliver interactive surveys on any device and in multiple languages
- 25+ survey question types
- Customer service surveys
- Training & Support for surveys
- Advanced Question Types (e.g. maxdiff)
- Reporting & Analysis
- Text Analysis & Sentiment Analysis



- On-brand charts & graphs
- Easy distribution and sharing with stakeholders via email, pdf exports, and share links
- Designed for optimal viewing across all device types

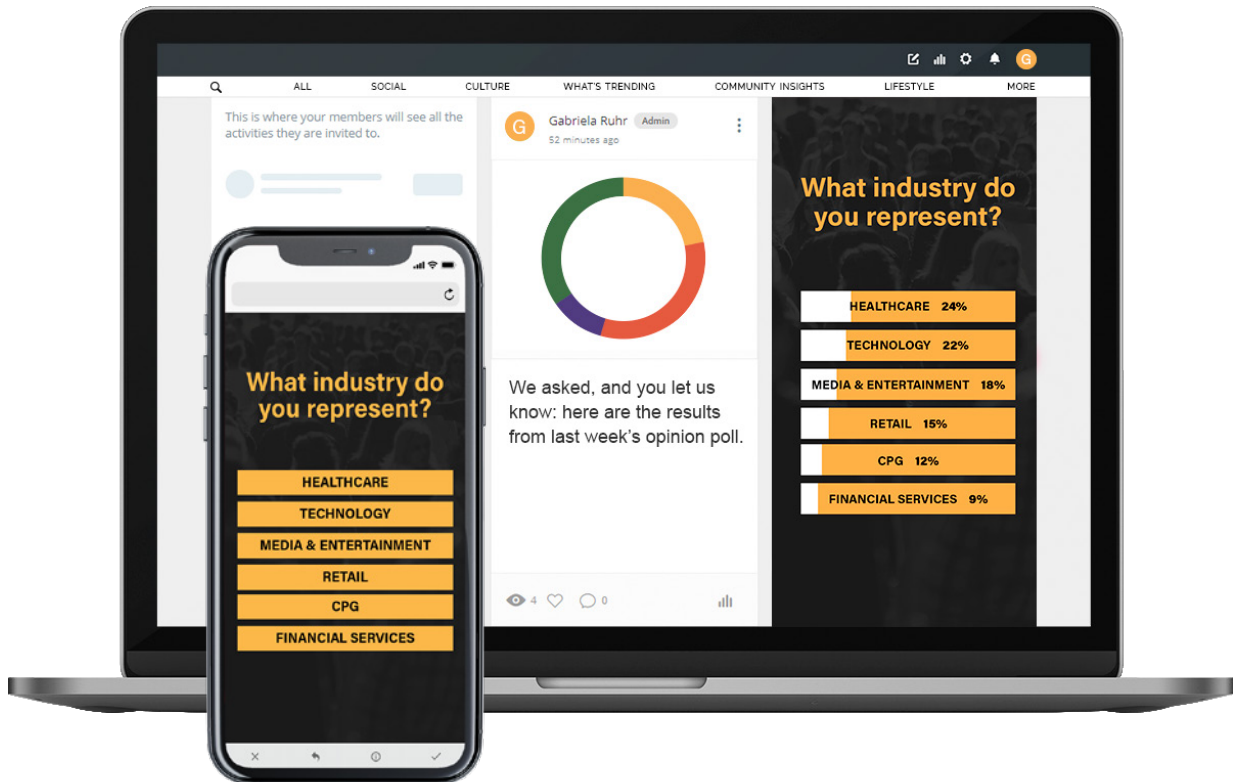


- Statistical Significance Testing
- Email, URL or QR code distribution
- Mobile App

## THE PRODUCTS

# Alida.TOUCHPOINT

For brands dedicated to connecting with customers anytime and anywhere, Alida Touchpoint offers a mobile-first application designed to quickly and visually engage customers with questions relevant to their experiences. With Alida Touchpoint, brands easily connect with current and potential customers to collect feedback or other preference data, drive calls-to-action, and engage through preferred social and digital channels.



- Deliver smart experiences that feel personalized by asking the right questions with contextual targeting and conditional logic
- Reach existing customers and broader audiences with new and powerful ways to engage and collect information
- Quick Polls
- Designed for Mobile
- Digital deployment for social platforms and websites
- Easily created activities designed for feedback collection
- Flexible calls-to-action for targeted segments
- Built-in analytics with real-time dashboard
- Contextual website pop-up integration
- Intuitive administration using existing skills and resources

**LEARN MORE AT**  
[WWW.ALIDA.COM/PRODUCTS](http://WWW.ALIDA.COM/PRODUCTS)