

FAQ

Q: Why did we rebrand?

A: We have thoroughly evaluated our existing brand, messages and visual identity and determined that a rebrand would allow us to boldly stake our position in the CXM market while also externalizing the unique value we provide to our customers. Our goal has been to protect our rich heritage and DNA, while modernizing our identity to provide market differentiation. As the marketplace and customer needs continue to evolve, it is imperative that we build a brand that clearly evokes humanity and empathy, while being bold enough to take on any new challenge.

Q: What does Alida mean?

A: Alida has Latin origins and means verity, truth, reality and actuality, which is the ultimate goal for brands tapping into the real source of truth: their customers. A tribute to the essence of the heroine, unexpected in the often linear, predictable and hard-edge of technology, the name evokes a sense of strength, humanity & empathy.

Q: What does our tagline “Truth In Action” mean?

A: Truth In Action is bringing together Vision Critical's twenty years of helping brands find the truth about their customers with the ability to put that truth into action in the form of improved customer experiences. Knowledge of what your customers want and why is no longer enough. It's time to put that truth into action.

What does the triangle in the “A” mean?

A: The A in the Alida logo is a Delta. The delta is a mathematical symbol meaning change. To us, this symbolizes our commitment to our roots of data and insights as we bring these tools to the world to help change the experiences of customers everywhere.

Q: What does the dot in our logo mean?

A: It has a variety of meanings, but we like to say that it's a full stop. An answer to a question. It also reflects “connecting the dots”, which we help our customers do every day.

Q: Have our product names changed?

A: Our product names have evolved to reflect a direct and simple strategy that aligns with our new brand. Our product names are: Alida Sparq, Alida Touchpoint and Alida Surveys. Soon, we will add additional products to our portfolio that reflect this new functional naming strategy.

Q: What is the “world's first CXM and Insights Platform”?

A: Our CXM and Insights platform is about **both** customer experience and insights. We manage, monitor, and optimize millions of customer experiences. We also unlock meaningful insights through deeply-profiled members within our communities. And we provide both of these capabilities with frictionless integration. We're the only company in the CXM market globally that can do both.

Q: Will Alida continue to focus on its flagship Insights Platform, Sparq?

A: The Sparq platform, now “Alida Sparq” is a core product in Alida's CXM and Insights platform. We will continue to focus on improving and adding new features and functionality to drive continued innovation.

Q: Have our target customers changed?

A: No. Alida is focused on customer-obsessed brands who believe in making decisions *with* their customers, not *for* their customers. Global brands across many industries including technology, financial services, media, healthcare, retail and CPG are among those companies who enable their customer centricity through Alida.