



Alida.

**CXM & INSIGHTS
PLATFORM**

ALIDA CXM & INSIGHTS PLATFORM



Alida.SPARQ

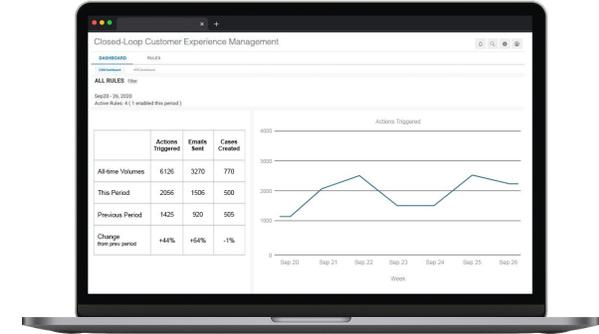
Digital insight community

- Progressive profiling of customer preferences
- Deep segmentation and targeting
- Rich customer insights

Alida.CXM

Closed-loop CXM

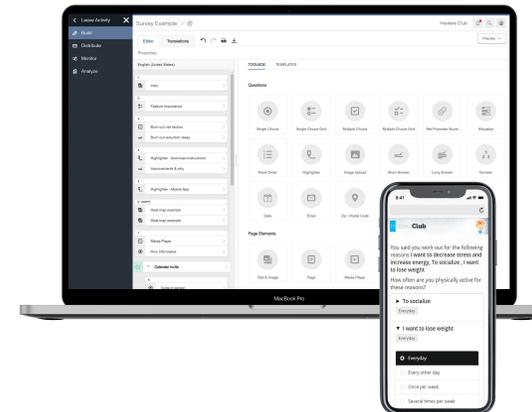
- Rule engine actions feedback
- Real-time analysis
- Case management integration



Alida.TOUCHPOINT

Mobile-first polls & surveys

- Quick, visual engagements
- Contextual feedback collection
- Easy recruitment from social and digital channels



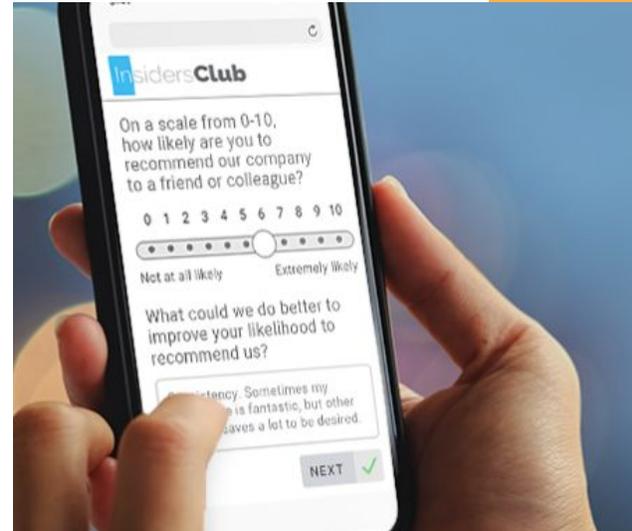
Alida.SURVEYS

Enterprise-grade surveys

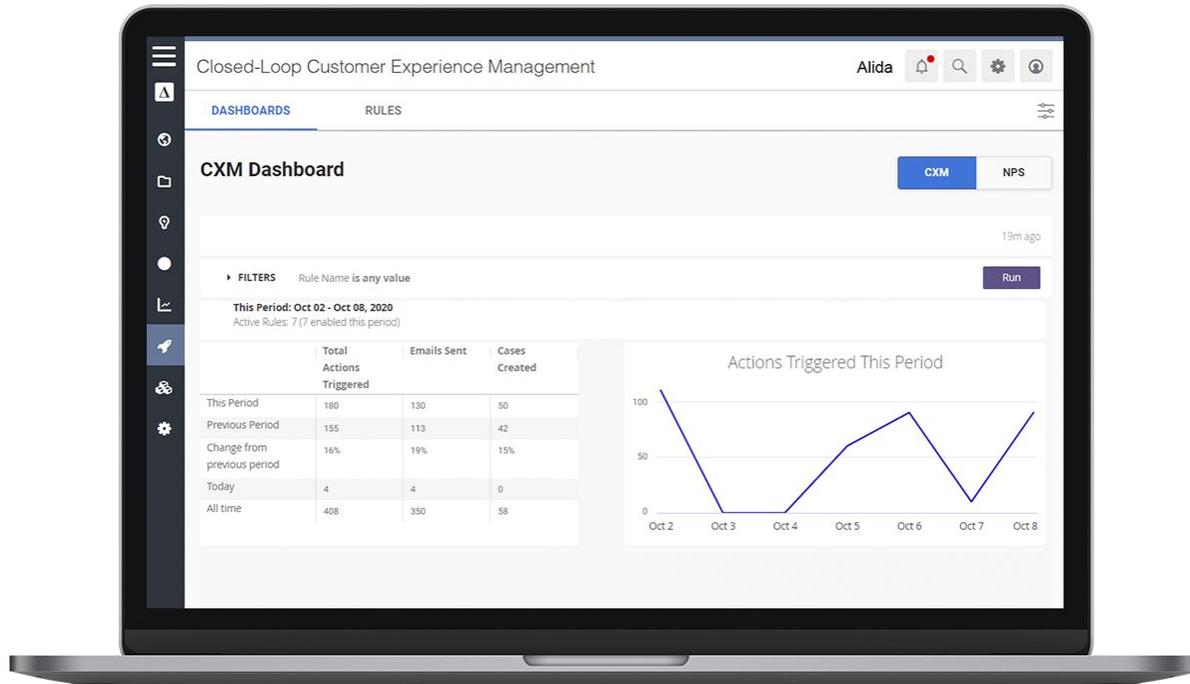
- Easy customer and market feedback collection
- 25+ question types
- Support for 34 languages

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.



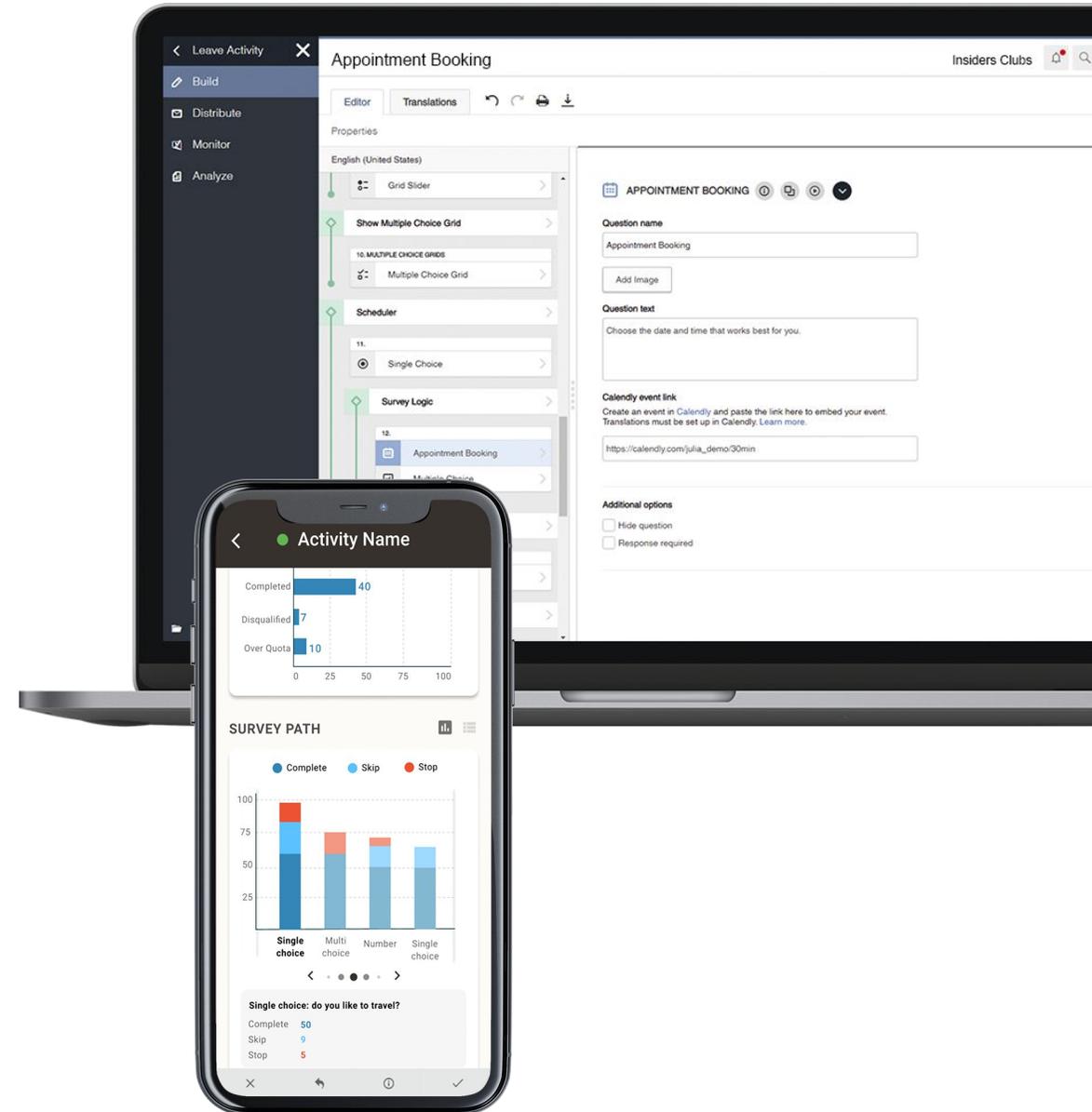
**CLOSE THE LOOP
ON CUSTOMER
FEEDBACK TO
IMPROVE YOUR
CUSTOMER
EXPERIENCE**



Alida.SPARQ

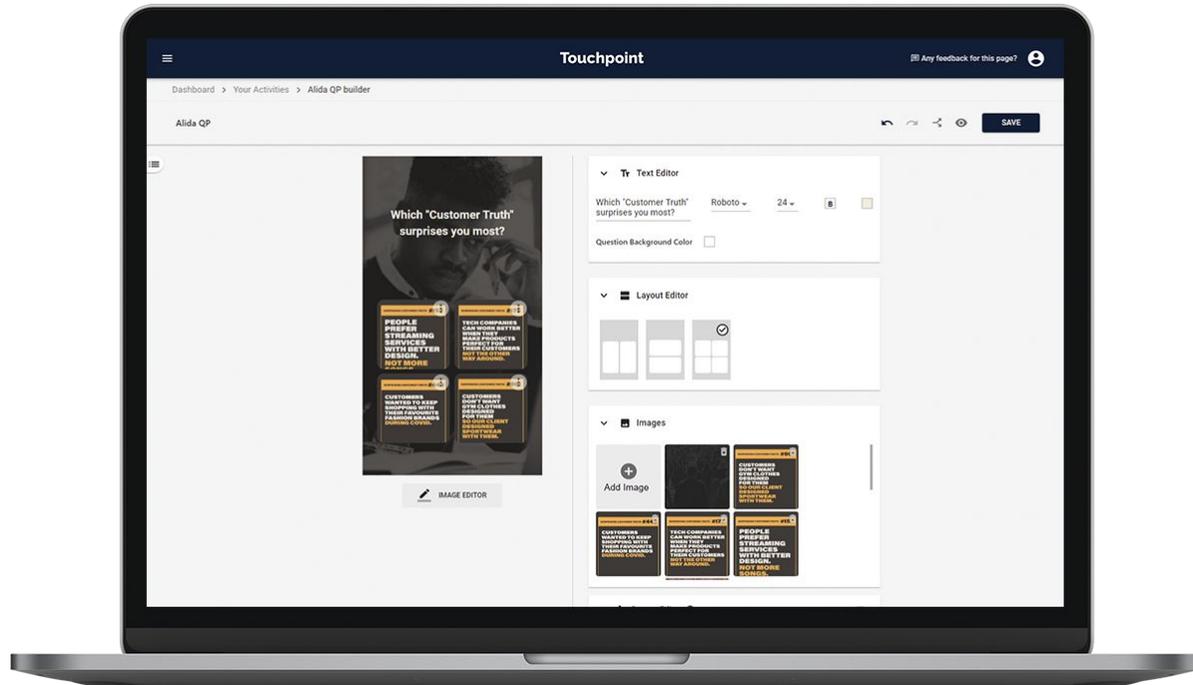
DELIVER DEEP INSIGHTS TO TURN CUSTOMER TRUTHS INTO ACTION

Progressive profiling delivers customer intelligence that can't be obtained anywhere else. Customer truths like motivations, preferences, and beliefs are translated into actionable data points. With Alida Sparq, turn those truths into action to improve customer experience, accelerate innovation, increase revenue, and mitigate decision risk.

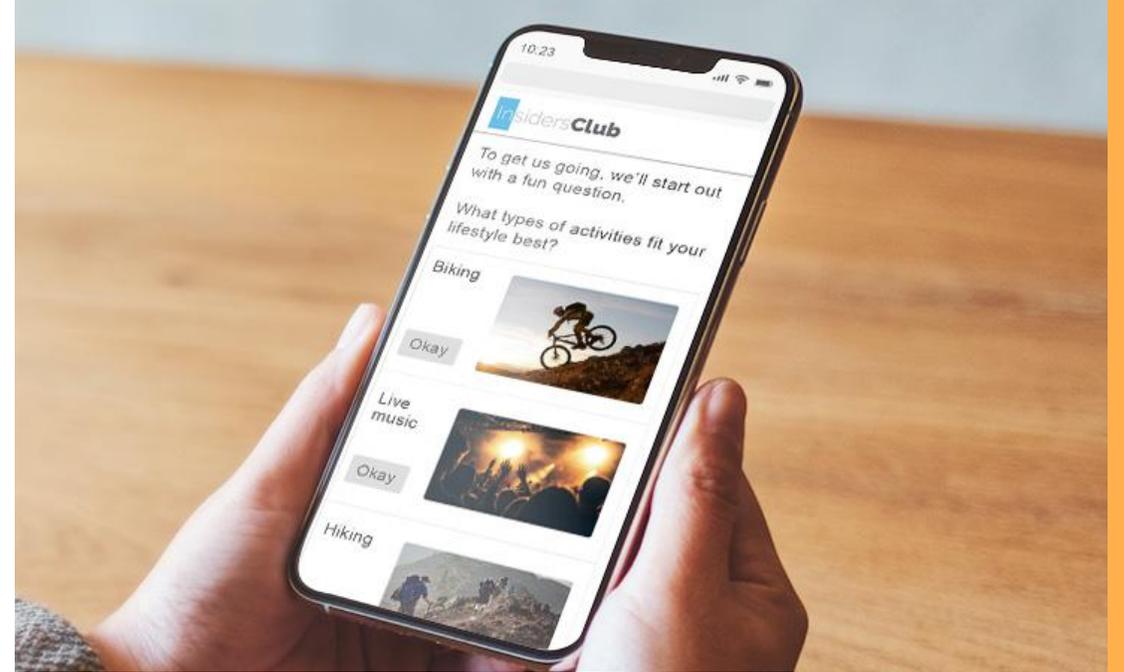
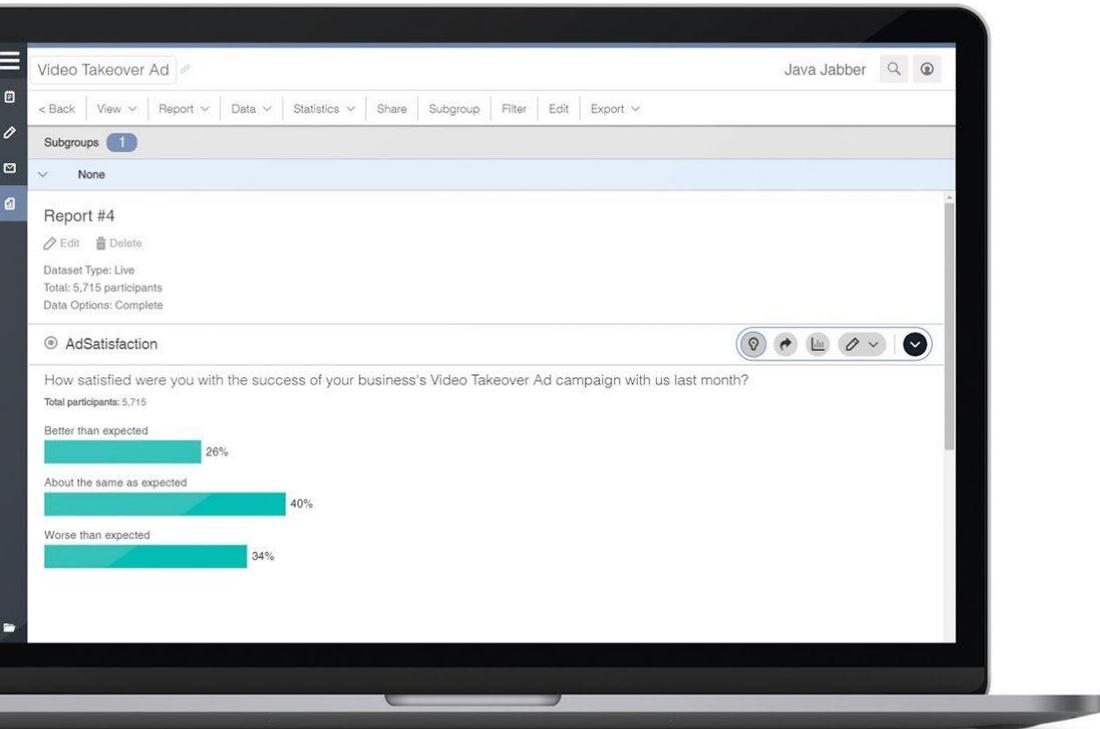


Alida.TOUCHPOINT

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.



Alida. SURVEYS



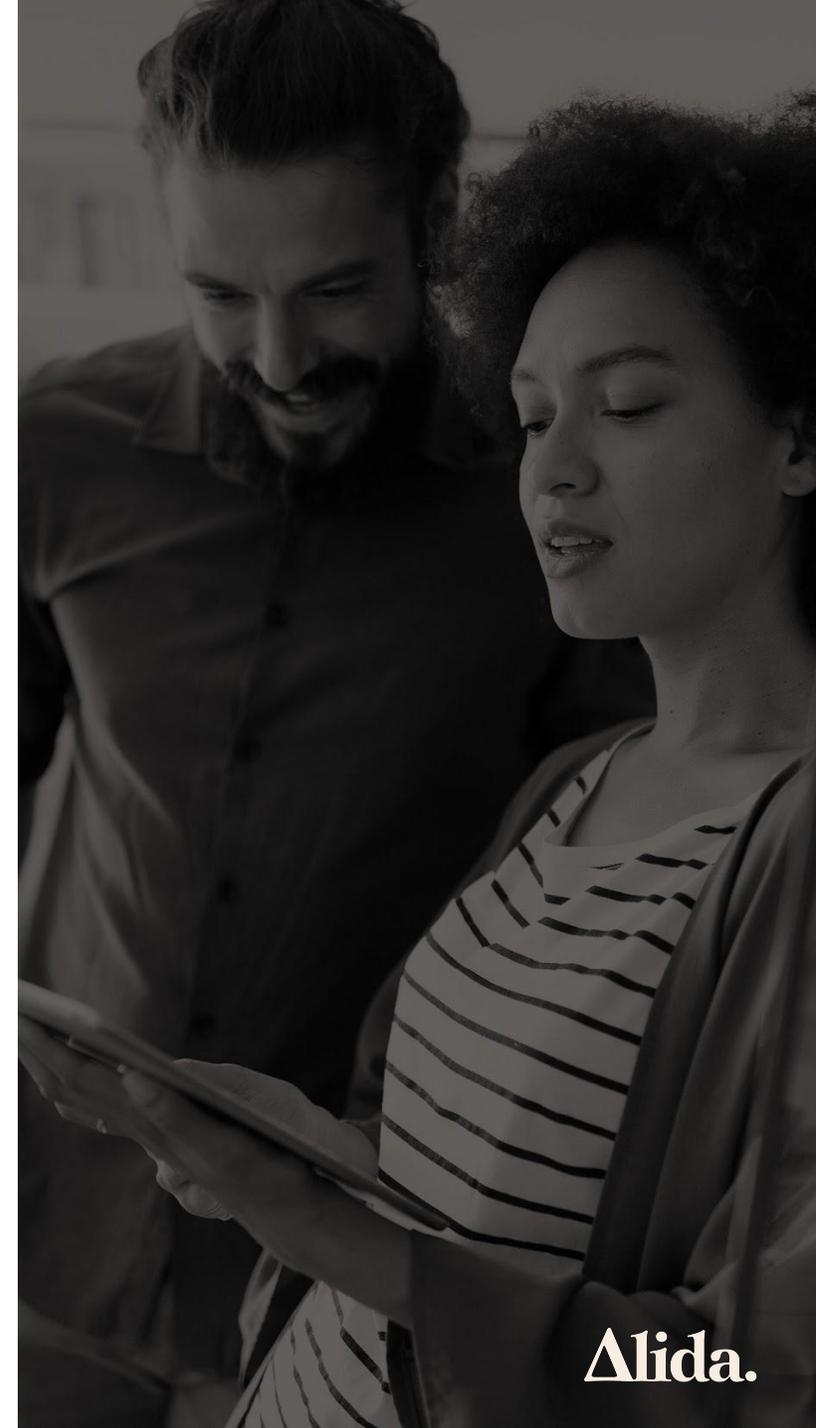
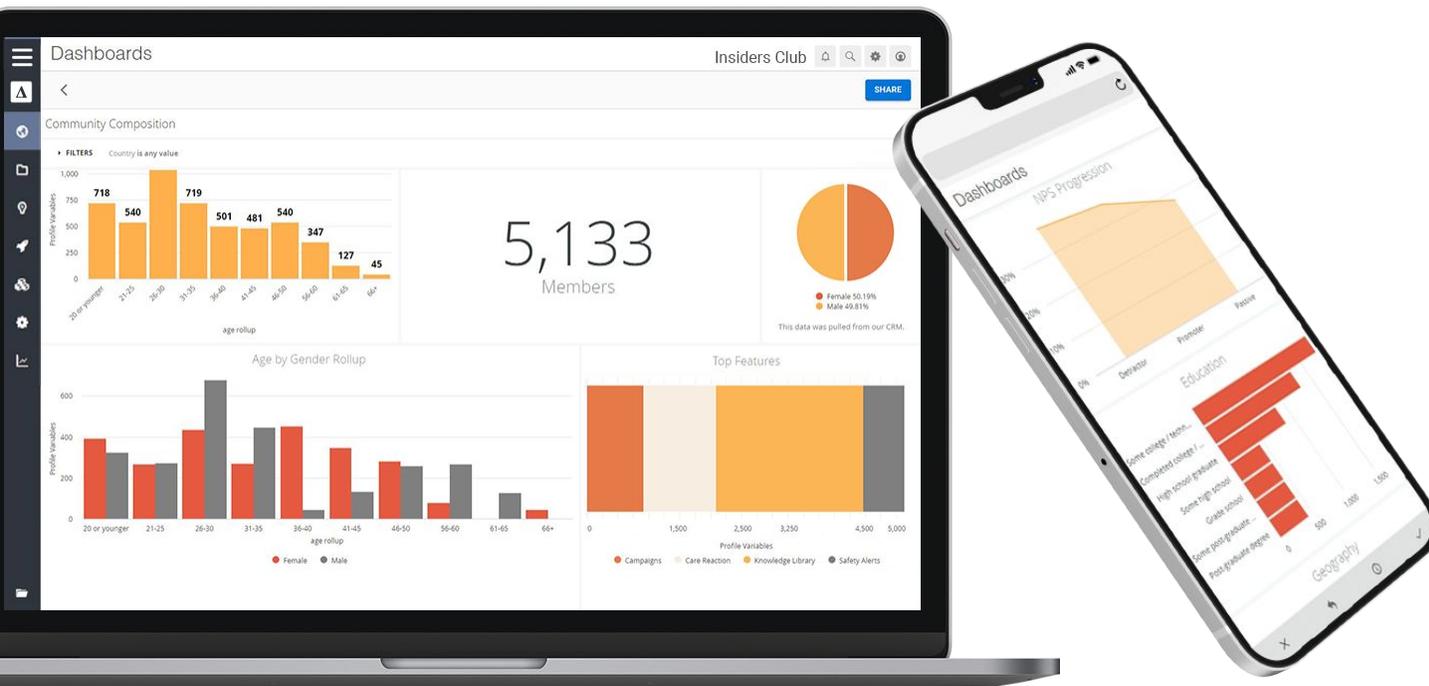
DRIVE BETTER BUSINESS OUTCOMES WITH BROAD CUSTOMER FEEDBACK

Alida Surveys offers an enterprise-grade survey application that enables organizations to choose from 25+ survey question types that offer an engaging respondent experience on desktop and mobile. All of the functionality you need to build a survey, distribute it, and analyze results is available in an intuitive interface.

Alida.ANALYTICS

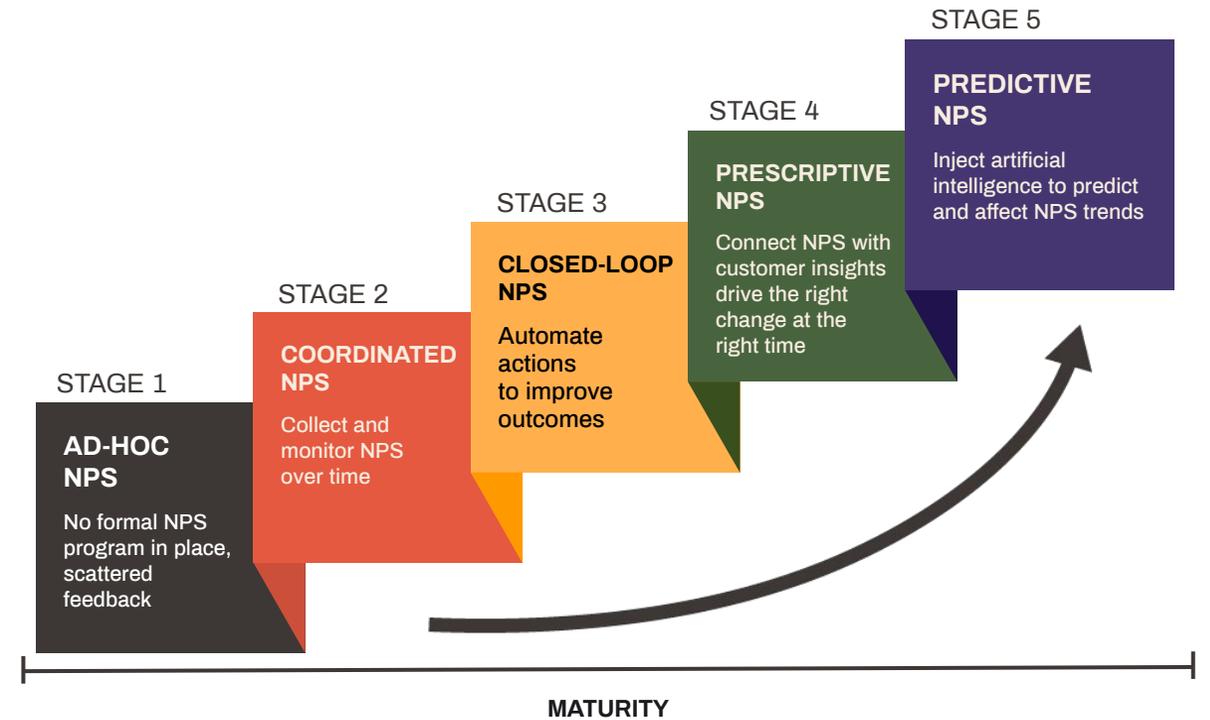
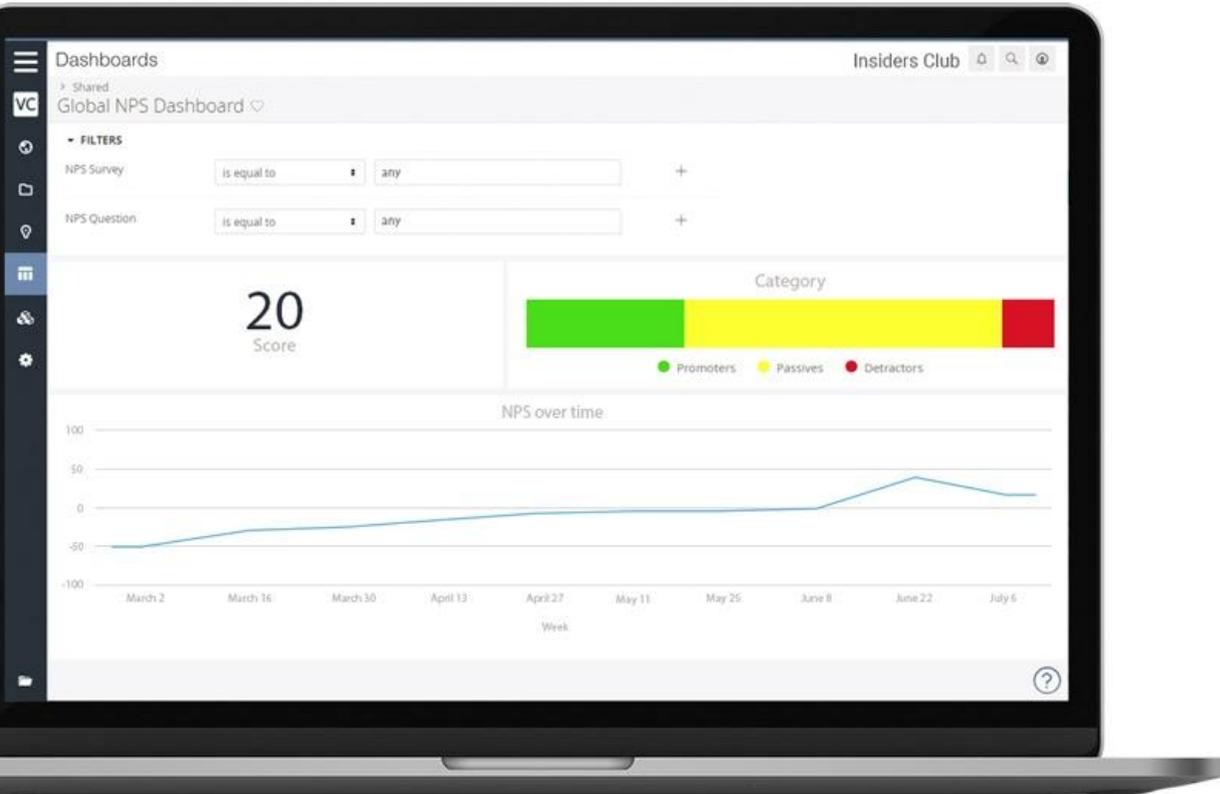
Deepen Your Understanding Of Customer Segments To Personalize Customer Experience And Monitor Trends

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.



Alida.

NPS ACCELERATOR



Monitor and impact customer loyalty

Net Promoter Score® (NPS) is one of the most common customer experience benchmarks used by companies around the world. With NPS Accelerator, you get a flexible, easy-to-use, and powerful platform to engage your customers.

With NPS Accelerator You Can:

- Gain directional guidance on how your brand is perceived
- Optimize around a single customer metric
- Benchmark against industry and competitor scores
- Segment customers by loyalty
- Uncover customer loyalty drivers
- Retain loyal promoters for revenue continuity
- Identify unsatisfied and at-risk detractors and create a conversion plan
- Monitor improvements in products, services, and across the entire customer journey

MOBILE APP & INTEGRATIONS

Break down application and data silos and increase the power of your customer data

 Salesforce CRM Manage	 Tableau Analytics Manage	 SAML 2.0 SSO Enterprise Manage	 Virtual Incentives Incentives Install	 Consensus Point Market Research Learn More
 CrowdEmotion Market Research Learn More	 LivingLens Market Research Learn More	 Remesh Market Research Learn More	 Marketo for Tracking Marketing Automation Install	 Twitter Social Install
 UserZoom Usability Testing Learn More	 Facebook Social Install	 Google Analytics Analytics Install	 HubSpot CRM Install	 Intercom Customer Service Install



Healthcare



INDUSTRY SOLUTIONS

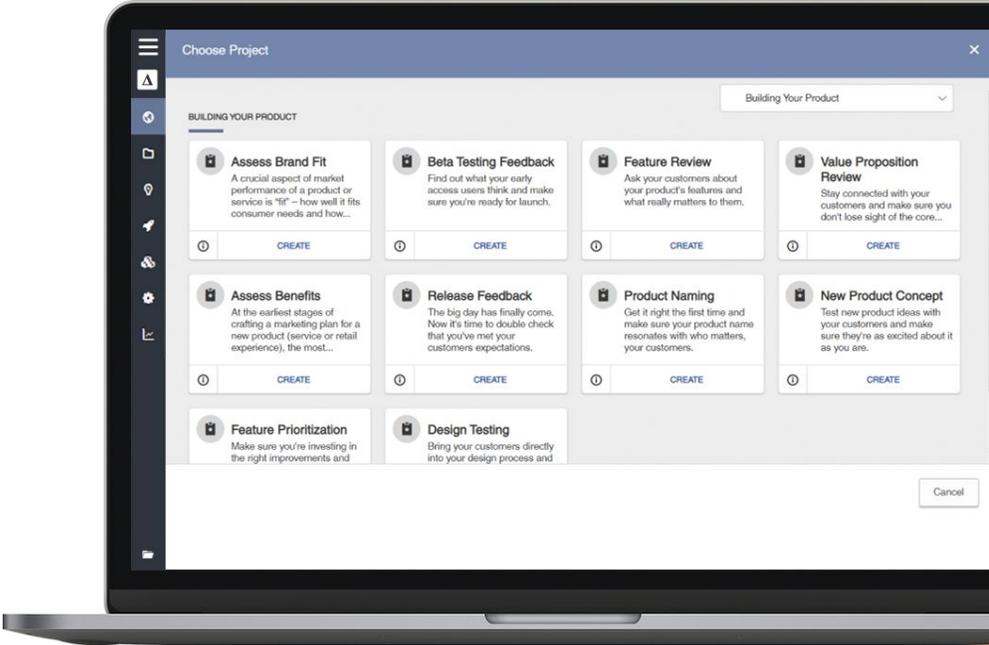
Industry solutions are pre-packaged content and tools to help customers get started quickly with their Alida Sparq insight communities using templates tuned to a specific industry or use case. They include predefined profile variables, templates and a dashboard component pre-loaded into the Alida Sparq community.



Voice of the Employee



Technology



Alida.

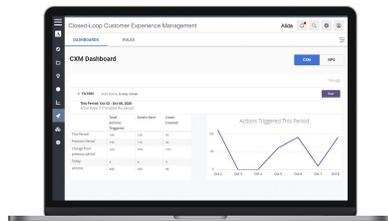
PRODUCT FEATURES



Alida Touchpoint Quick Poll



Alida Sparq Mobile App



Alida CXM

- Integrated customer feedback
- CXM Dashboard
- NPS Dashboard
- CX & satisfaction trend visibility
- Configurable Rule Engine
- Automated follow-up
- Salesforce Case Management Integration
- Case Management Dashboard
- Integrations (App Center)



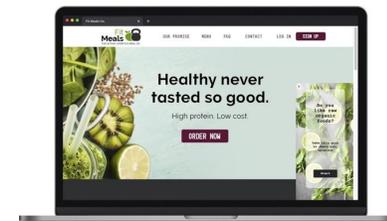
Alida Sparq

- 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
- Integrations & APIs (App Center)
- Mobile App
- Add-on: Stakeholder Hub
- Add-on: Advanced Survey Features



Alida Surveys

- Surveys (25+ question types)
- Advanced Question Types (e.g. MaxDiff)
- Reporting & Analysis
- Text Analysis
- Sentiment Analysis
- Statistical Significance Testing
- Email, URL or QR code distribution
- Mobile App
- 34+ languages
- Support for any device



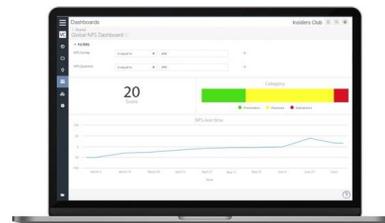
Alida Touchpoint

- Quick Polls
- Mobile-first design
- Digital deployment for social platforms & websites
- Feedback collection
- Flexible calls-to-action for targeted segments
- Built-in analytics with real-time dashboard
- Contextual website pop-up integration
- Intuitive administration



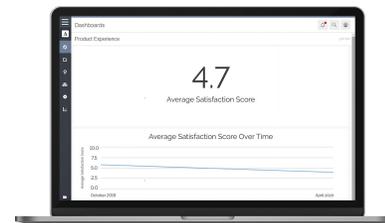
Alida Analytics

- Real-time, customizable dashboards
- Community composition health & monitoring
- Many visualization options
- On-brand charts & graphs
- Easy distribution & sharing with stakeholders
- Optimal viewing across all devices



Alida NPS® Accelerator

- Pre-Built NPS Question Type
- NPS Reporting & Dashboard
- Text & Sentiment Analysis
- Unlimited Survey Completes
- Includes JumpStart Services



Industry Solutions

- Content package to get started quickly on Alida Sparq
- Includes Industry Specific
 - Survey Templates
 - Pre-Defined Profile Variables
 - Dashboard
- Healthcare (Patient Experience)
- Voice of Employee
- Technology

Alida.

TRUTH IN ACTION

Alida believes in a world where customers are the ultimate source of truth. A world where the best business decisions are those made with customers, not for them.

That's why Alida created the world's first CXM and insights platform to turn customer truth into action. For over 20 years, iconic brands like BuzzFeed, LinkedIn and Red Bull have chosen Alida, formerly Vision Critical, as their secret weapon. Alida's unique approach of coupling broad feedback with deep insights creates meaningful and lasting customer relationships and builds brands that stand the test of time.

www.alida.com

