Alida.

Conversational Surveys

Engage customers faster via SMS

Traditional survey channels are not delivering the engagement and completion rates that brands need. To better understand the customer, engage them on their preferred channels to capture their input. 98% of SMS messages are opened and read by consumers and 60% of consumers say they read a text within 5 minutes of receiving it[1]. Conversational Surveys lets brands leverage the power of conversational design and interactive feedback for a frictionless means of capturing insights from customers, via SMS.

1. Pope, L. (January 2022). 46 SMS marketing statistics your customers wish you knew

Conversational Surveys enables brands to:

Supercharge your omnichannel strategy

Adding an SMS channel to the feedback strategy lets brands meet customers where they are. Leverage the high open rates of SMS to capture in-the-moment feedback from customers in critical moments in the customer journey.

Faster insights in real time

Drive higher engagement and response rates by leveraging interactive feedback, conversational design, and two-way messaging as frictionless means of capturing insights about the customer experience.

Accelerate time-to-insight

Design, test, and iterate survey design with an intuitive interface and deploy feedback and insights programs at scale with minimal training and setup.

Intuitive builder

- Design personalized surveys for target audiences quickly using a drag-and-drop editor.
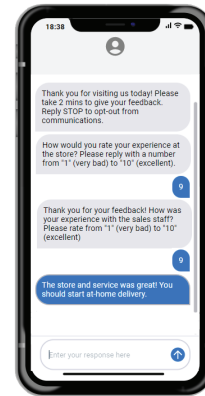
- Choose from a range of question types and logical branching to dig deep into your customer preferences.
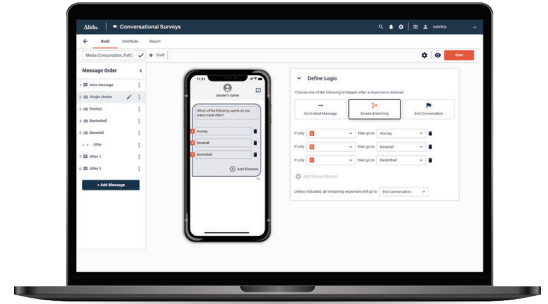
Effortless deployment

- Test and iterate the survey design and logic with Preview.

- Deploy surveys to large customer segments through a simple CSV upload or even to a single user.

Quick analysis

- Advanced reporting and analysis capabilities reveal context and trends in customer feedback.

- Augment customer data with captured insights and drive better personalization.
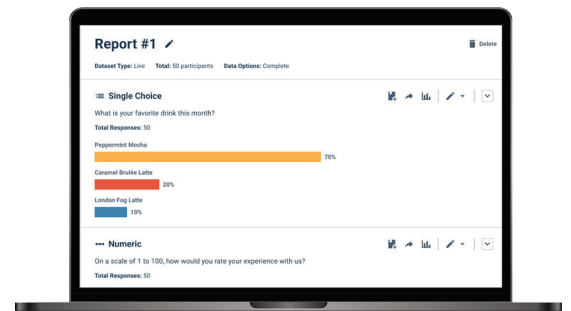
The Alida Difference

Unify your insight activities under one platform
The Alida TXM platform, you can listen, analyze, and act to improve millions of customer experiences. Alida's simple, flexible platform powers omnichannel listening, rapid analysis, and automated actions to optimize customer, employee, product, and brand experiences.

Exceptional support and guidance
Maximize the value of your CX initiatives with our world-class Customer Success and Value Engineering teams that provide best practice guidance to help you meet your business objectives.