Alida.

ALIDA CXM

CLOSE THE FEEDBACK LOOP WITH YOUR CUSTOMERS AND PUT TRUTH INTO ACTION

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.

INTEGRATED CUSTOMER FEEDBACK COLLECTION

Collect broad feedback at scale with Alida Surveys

- All the functionality you need to build a survey, distribute it, and analyze results, available in an intuitive interface.

Collect deep insights with Alida Sparq

- Collect deep insights from a smaller community of highly engaged customers to inform strategy and improve customer experience.

AUTOMATED FOLLOW-UP

Create a custom closed-loop strategy with a configurable rule engine and case management

- Configure custom rules or conditions that trigger actions based on specific survey responses to ensure timely and effective actions are taken.

- Send completely customizable emails to your customers based on their responses. Ensure that the customer success teams are in the loop by sending a copy to internal teams.

- Automatically create Salesforce cases to alert relevant CX representatives on further action required.
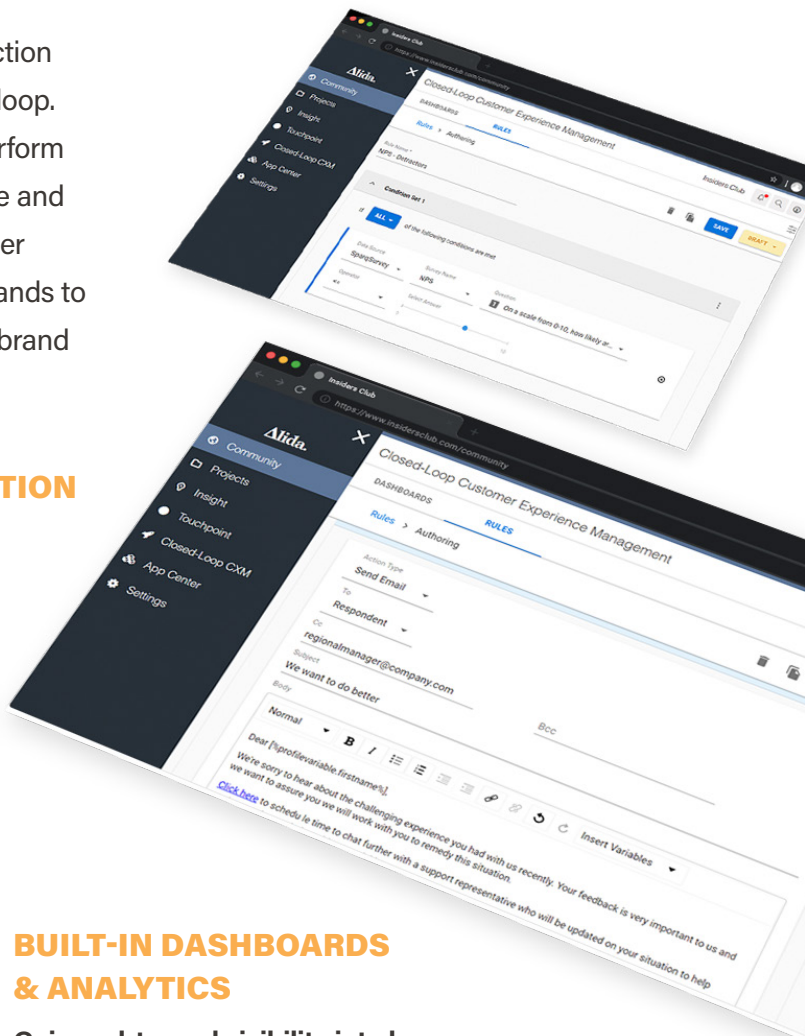
BUILT-IN DASHBOARDS & ANALYTICS

Gain end-to-end visibility into key performance metrics

- Use real-time, dynamic, and configurable dashboards to visualize survey responses and composition of survey respondents to reveal critical customer insights and trends.

- Obtain a snapshot view of currently configured rules, number and type of actions triggered by the rules, and status of each case created via a case management dashboard.

- Visualize NPS scores and trends over time using an exclusive NPS dashboard

ALIDA CXM ENABLES BRANDS TO:

DEEPEN CUSTOMER LOYALTY AND ADVOCACY

Close the loop to demonstrate your understanding and empathy around customer feedback. By engaging in consistent and caring outreach, you can make sure that your customers stay loyal.

## UNDERSTAND THE HEALTH OF YOUR CXM INITIATIVES

Identify areas and trends in feedback that require attention. In addition to a global view of NPS, you can also drill down into trends to identify issues that are resulting in customer dissatisfaction and take proactive steps to improve customer experience.

REDUCE CHURN

Reinforce a positive experience or rectify a negative one by actioning customer feedback. Turn your detractors into promoters, passives into engaged customers and promoters into brand advocates

REDUCE COST

Leverage automation to significantly reduce the amount of resources required to close the feedback loop and enable more frequent feedback collection and use of larger sample sizes to meet business needs.
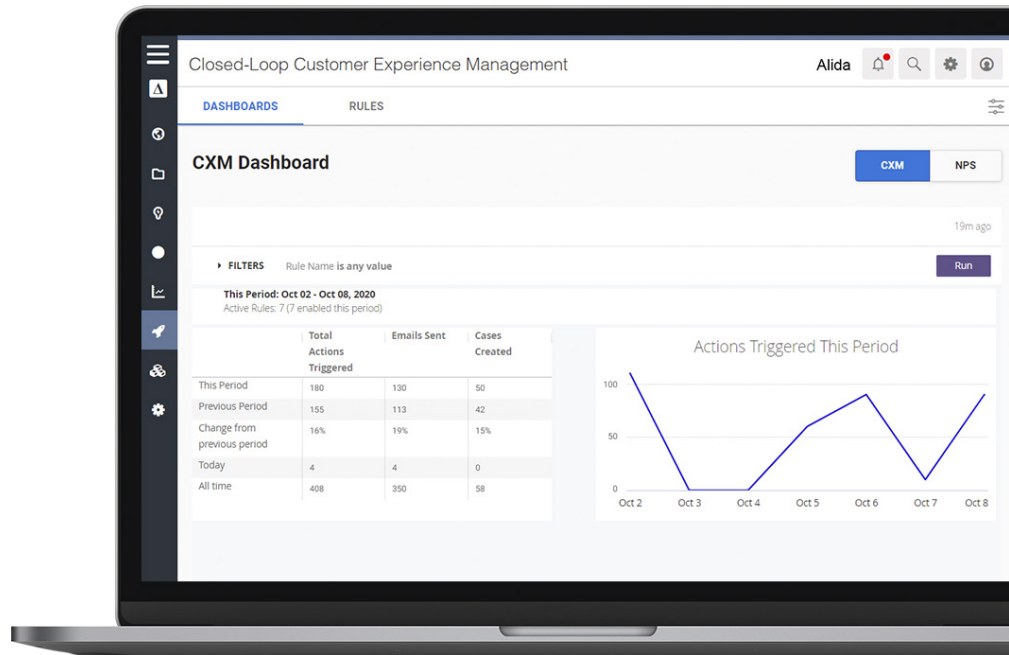
THE ALIDA CXM DIFFERENCE

RELY ON ONE PLATFORM TO AUTOMATE AND CENTRALIZE ESSENTIAL CXM ACTIVITIES

Fully integrated with Alida Surveys, Alida Sparq, and Alida Analytics to enable a holistic customer experience program with customizable survey templates, configurable dashboards, and integrated case management to close the feedback loop.

EXCEPTIONAL SUPPORT AND GUIDANCE

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

POWER OF &

Alida provides the expertise and capability to collect and action both broad feedback as well as deep insights. With the Alida CXM and insights platform, you can manage, monitor, and optimize millions of customer experiences and unlock meaningful insights from your deeply-profiled insight community members. Alida built the world's first CXM and insights platform so that you can rely on the power of & to put your customers' truths into action.