

Alida.

VIDEO DISCUSSIONS

RICH QUALITATIVE FEEDBACK WITH THE POWER OF LIVE VIDEO

With Video Discussions, collecting qualitative insights through video research has never been easier. Create, schedule, and conduct in-depth interviews (IDIs) and virtual focus groups to bring experiences to life.

MODERATE LIVE VIDEO CONVERSATIONS

Effortlessly speak with consumers one-on-one or in a group, share stimuli, and allow your team to observe without disrupting.

ANALYZE FEEDBACK EFFICIENTLY

Uncover key themes, sentiment and actionable insight through powerful AI and machine-learning tools.

SHARE INSIGHTS ACROSS THE ENTERPRISE

Create customized snippets and branded highlight reels in minutes to present real, human stories and findings to stakeholders.

UNDERSTAND CUSTOMER EXPERIENCE

Unlock deeper and richer insights of customer opinions, motivations, perceptions, and beliefs.



VIDEO DISCUSSIONS ENABLES BRANDS TO:

HUMANIZE THE FEEDBACK PROCESS

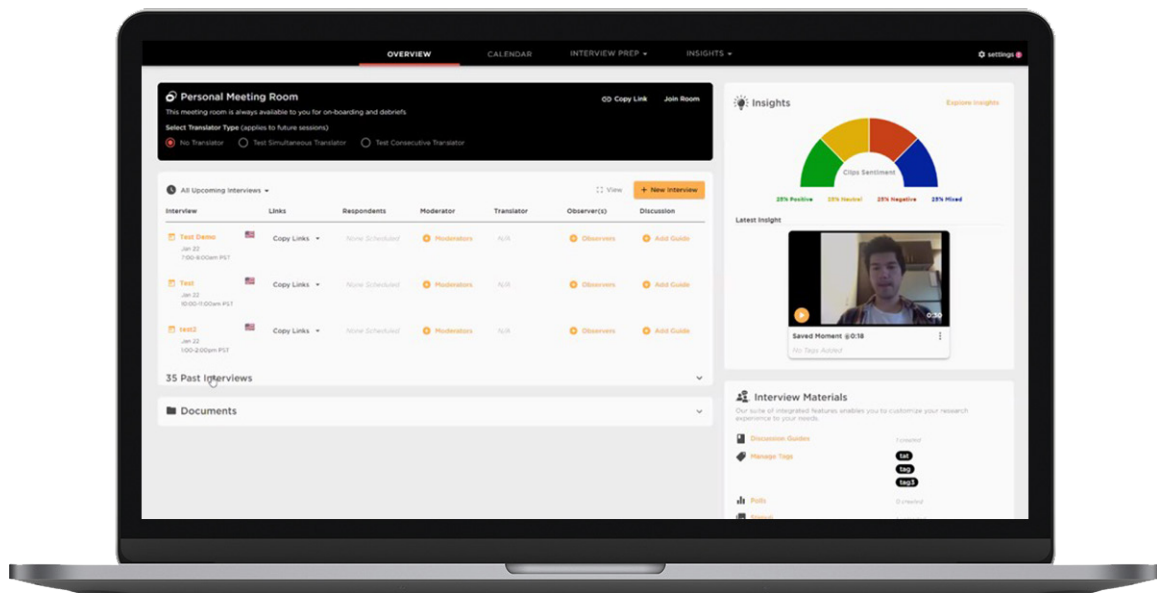
Make it easy for customers to share authentic feedback easily via video interviewing.

MAKE AN IMPACT

Create powerful video summaries to humanize customer feedback with all stakeholders to build customer empathy and influence strategic business decisions.

GAIN UNPARALLELED INSIGHTS

Get more content than text-based alternatives to uncover themes and sentiment for deeper, richer customer insight.



THE VIDEO DISCUSSIONS DIFFERENCE

INTEGRATED WORKFLOW

Video Discussions integrates seamlessly with the Alida TXM platform so you can plan, execute, and efficiently manage all aspects of video research to elevate your qualitative research and voice of the customer programs.

BUILT FOR INSIGHTS

Capture qualitative feedback with screen sharing, an interactive whiteboard, built-in translator capabilities, an integrated discussion guide, bookmarking, polling, and more.

AUTOMATED QUALITATIVE RESEARCH

Collect faster, richer qualitative feedback and segment, prepare, interview, and analyze with ease.