



Attachment "A"

Description of Services

Member Profiles

The Community allows an agreed upon number of Members at any time for unlimited access for research activities and unlimited profile variables.

Alida Research Platform

The Alida research platform is a cloud-based customer intelligence platform that allows Alida subscribers to access audiences that matter most & build meaningful relationships, gather feedback at scale across multiple methods and channels and dig deep into your data to extract insights that matter.

Access to the Alida platform allows the Subscriber to recruit, engage and host members.

- Double opted-in recruitment
- Unlimited progressive profiling
- Targeted member groups
- Unlimited Surveys and Survey Completes (25+ question types)
- Email/URL/QR Code survey distribution
- Discussion forums, diary studies
- Reporting & analysis
- Statistical significance testing
- Community health dashboard
- Hubs & newsletters

Customer Success Enablement and Training

Dedicated Customer Success: An assigned individual focused on enabling and supporting your adoption and use of the Customer Intelligence Application. This includes member & technical support, health snapshot reports, annual health deep dives, annual member experience satisfaction surveys, best practices for community management (engagement, intrinsic and extrinsic incentives, refresh strategy, research etc.).

Access to training materials allowing subscribers to access classes on basic product training, advanced product training, use case training and best practices.

Analytics Licenses (Viewer / Creator)

The Subscriber can visualize Community insights, profile data, operational, and transactional data from your program in easy-to-use, configurable dashboards to get data in the hands of key stakeholders in real-time.

Features:

- Real-time, customizable dashboards for desktop, mobile and mobile app using data from surveys, intercepts, profile variables and imported data
- Create one or multiple charts with the visualization helper, making it easier to get started
- Map responses to new groupings or numeric values to configure data visualization and metrics
- Understand trends over time from longitudinal data
- Export crosstabs, significance testing, and weighting results to an Excel file, or schedule dashboard reports on a regular cadence to stakeholders
- Manage organizational hierarchies for access controls



Video Discussions

Alida Video Discussions allows the Subscriber to easily gather and analyze real-time customer feedback through in-depth video interviews and virtual focus groups to help validate assumptions, test ideas, and increase confidence in your strategic decisions.

Features:

- Virtual focus groups & In-depth interviews
- Segment, invite & track participants
- Integrated survey calendar for interview scheduling
- Integrated discussion guide
- Automated transcription & translation
- Transcript search, filter, and participant breakout
- Video analysis & tagging
- Powerful video highlight reels
- Interactive features including whiteboard & polling
- Backroom chat
- Granular user permissions, including guest moderator role
- Support for scheduling, setup and moderation

The Subscriber can conduct unlimited 1:1 or group interviews, with the only limitation being on the number of named customer users who hold Project Owner or Project Editor roles in the Video Discussions application (referred to as Licensed Users).

Video Feedback

Alida Video Feedback allows the collection of qualitative insights through asynchronous video responses. For the avoidance of doubt, such video responses are Subscriber materials. These videos demonstrate your customers' perceptions and motivations through an audio-visual format. The showreel generator allows you to create powerful video summaries to humanize customer stories with all stakeholders, to build customer empathy and influence strategic business decisions.

It includes automated transcription and translation, transcript search and filter, interactive charts, word clouds, sentiment analysis, automated theme coding, showreels, downloading and exporting videos.

Time is tracked in minutes of use based on respondents recording a video response. Minutes are utilized at the time of recording and are not based on total minutes stored (i.e. deleting existing video recording does not "free up" additional video analytics). In the case of limited time: Any video duration that is not a complete minute will be rounded up to the closest higher minute. Minutes are provided on an annual basis. Unused annual minutes do not roll over to the subsequent annual period or term.

Professional Services Contractual Budget (Retainer)

A Retainer or Contractual Budget allows Subscriber to purchase study design & reporting support services. This Retainer can be drawn down throughout the Subscription Term, on an as needed basis, for research services to be used in connection with the Alida Subscription Services. This Retainer can also be converted to other value add services and/or technology as the Subscriber program evolves. Any unused portion of the Retainer following the expiration of the Subscription Term will not be carried over to any renewal or new Subscription Term.

Maxdiff / Conjoint Package

- Measure relative preference (most and least preferred) among a set of attributes
- Identify trade-off
- Identify areas of product or service focus
- Determine ideal combination of product or service options with different attributes (e.g., price, brand, features, etc.)
- Identify consumers' perceived preference for each feature within the product or service.



External Completes

The option of deploying stand-alone surveys to non-Community members utilizing the Alida platform. A “complete” is defined as the successful completion of an activity, regardless of the activity length by a non-Community member.

Touchpoint

Subscriber can get closer to their customers by capturing feedback and context-rich insights across digital channels and is able to collect in-moment feedback at key digital touchpoints without taking their customers out of their experience.

Features:

- SDKs to deploy on websites, apps and social platforms
- Pre-defined targeting to engage customer segments
- Question branching, CTAs, and redirects to attract and qualify new community members
- Built-in reporting with real-time dashboards to uncover customer insights
- Intuitive, DIY activity administration
- No code activity deployments
- Create new versions of the published activity by adding, removing, or modifying the content or logic without requiring development resources
- Capture customer insights and preferences over multiple sessions with campaigns
- Tailor experiences and offers based on customer zero-party data

Unmoderated User Testing Subscription

Test and validate prototypes with real users at every stage of the design process.

Features include:

- Figma Prototype Testing
 - Streamline your product design iterations with quick, scalable feedback
 - Get a holistic view of user behavior with qual and quant metrics including task success rate, average duration, heat maps, path analyses etc.
- Card Sorting
 - Discover how users organize their content to build smarter, more intuitive product designs or website navigations
 - Available as closed, open, and hybrid card sorting
- Tree Testing
 - Drive better user experience by optimizing your site's navigation and categorization
- Screen Recording
 - Capture real-time user interaction on Alida's mobile app or desktop and gain more authentic, contextual feedback
 - Identify key moments and interpret results with think-out-loud transcripts and embedded timestamps