# Alida.

# Alida NPS®

Gauge customer advocacy and get to the "why" behind the rating

Learn what your customers think—and a whole lot more. Calculate your NPS score by asking "The Ultimate Question" and analyze feedback in a real-time dashboard with Alida NPS®.

## With NET PROMOTER SCORE℠ 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

## Improving customer experience just got easier

Our NPS solution is designed to accelerate your business.

### NPS Survey

NPS surveys allow you to gain broad feedback.

Alida NPS includes:

- NPS question type & 25+ additional question types
- Unlimited responses
- Customizable & branded self-service interface

### Dashboards & Reports

Give your brand a real opportunity to inject the voice of the customer into the most strategic decisions your company makes.

- Powerful role-based dashboards
- Pre-configured reports
- Uncover customer loyalty drivers
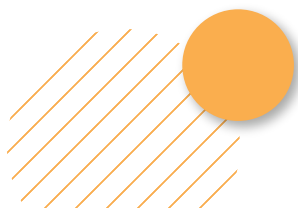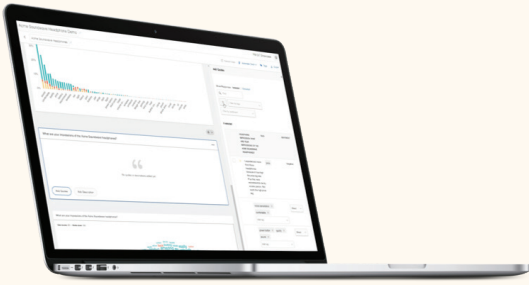
## Text & Sentiment Analysis

Advanced reporting and analysis capabilities allow you to gain directional guidance on how your brand is perceived by both promoters and detractors.

- Apply advanced tools for critical insight on customer segments
- Create and share reports or export in various formats for fast, in-depth analysis
- Identify unique strategies to motivate different customer types
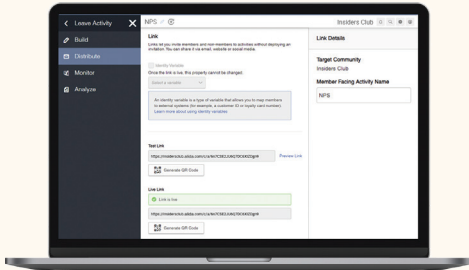
## Distribution

Improve your response rates by engaging customers on the devices and platforms they want to use. With Alida NPS® you can collect customer feedback through:

- Email
- Embedded Links
- QR Codes

### Alida NPS® Jumpstart

- Complete over 15 hours of personalized hands on Alida NPS® training
- Learn how to build an NPS® program in collaboration with your stakeholders
- Design and author your first NPS® survey

### Customer Support

- Dedicated Customer Success Manager
- Guidance on best practices for engagement and success
- 20 years in the customer experience and insights business

### Technical Support

- Technical support available via email, phone, and live chat
- Guided e-learning and instructor-led experiences
- Experienced research and technical consultants to master integrations and program management

## Ready to elevate your CXM program?

## Learn more at alida.com/nps-accelerator