Alida.
ACTIONS

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

Seventy-five percent of consumers don't think companies use all the feedback they give them, and 1 in 10 think it's never used[1]. In fact, many companies aren't responsive to customer feedback. With Actions by Alida, you can automate actions based on customer feedback. Collect direct and indirect feedback sources, integrating operational and experiential data. Then perform automated actions on those insights to create exemplary customer experiences day after day. Actions gives you complete visibility into key metrics and trends so that you can implement initiatives leading to greater satisfaction, better customer experiences, reduced churn and more efficient use of your resources.

INTEGRATED CUSTOMER FEEDBACK COLLECTION

Collect feedback at scale with Alida's Insight Community, Survey and Analytics products

- Leverage enterprise-grade feedback collection tools to collect, distribute, and analyze direct feedback, via surveys or gamified micro-surveys embedded within a website or an app, in one intuitive interface

Collect indirect sources of feedback with purpose-built integrations

- Integrate data from review sites as well as other sources into Alida's data lake and seamlessly combine all of your CX data into one single platform for a more complete view of your customers' insights

AUTOMATED ACTIONING & FOLLOW-UP

Automation closes the feedback loop faster, more efficiently and at scale

- Automate your feedback collection to be driven by specific customer transactions or events to collect highly contextualized data
- Configure custom rules or conditions that trigger actions based on specific survey responses or keywords in review to ensure timely and effective actions are taken
- Send personalized customer emails based on individual responses to show you care about their experiences

Demonstrate understanding and empathy around sensitive customer feedback

- Reinforce positive experiences or rectify negative ones with Actions' on-platform case management tool to automatically alert CX representatives to handle these cases.
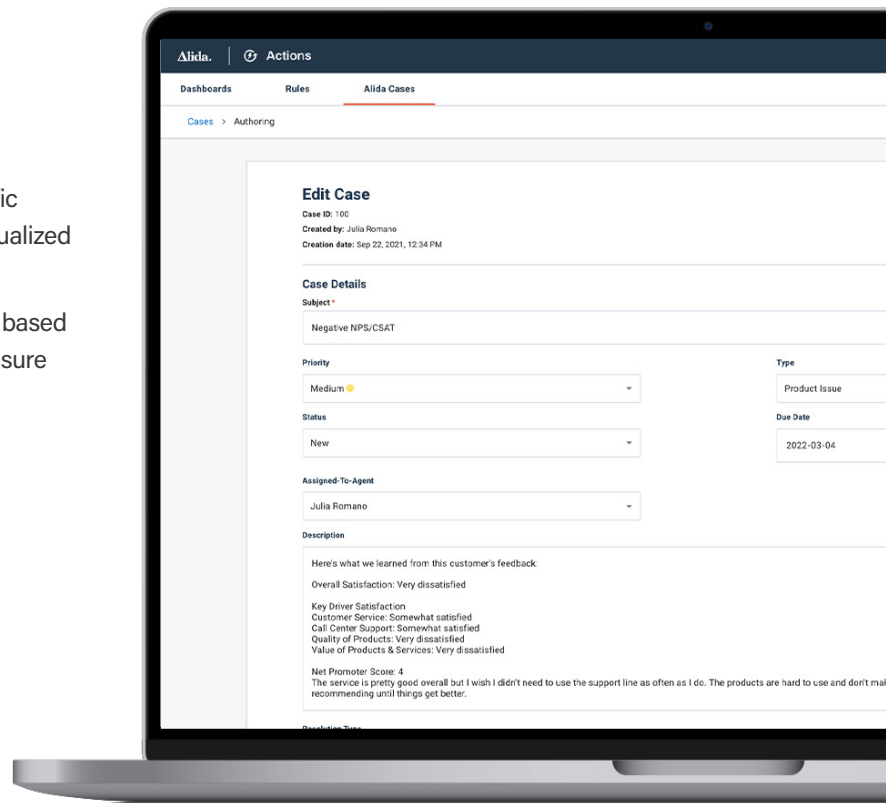
[1]*Source: The Alida 2021 Global Trends Report: Consumer Experience*

ACTIONS BY ALIDA ENABLES BRANDS TO:

AMPLIFY THE VOICE OF YOUR CUSTOMER

Improve your customer listening strategy by using multiple sources of data such as review data and targeted survey data to get a complete picture of your customer.

DEEPEN CUSTOMER LOYALTY AND ADVOCACY

Demonstrate your understanding and empathy by engaging customers with a consistent and carry-out read in response to their direct and indirect customer feedback.

REDUCE CHURN

Your customers feel heard and cared for when you close the loop. Don't miss out on the chance to turn your detractors into promoters, passives into engaged customers and promoters into brand advocates.
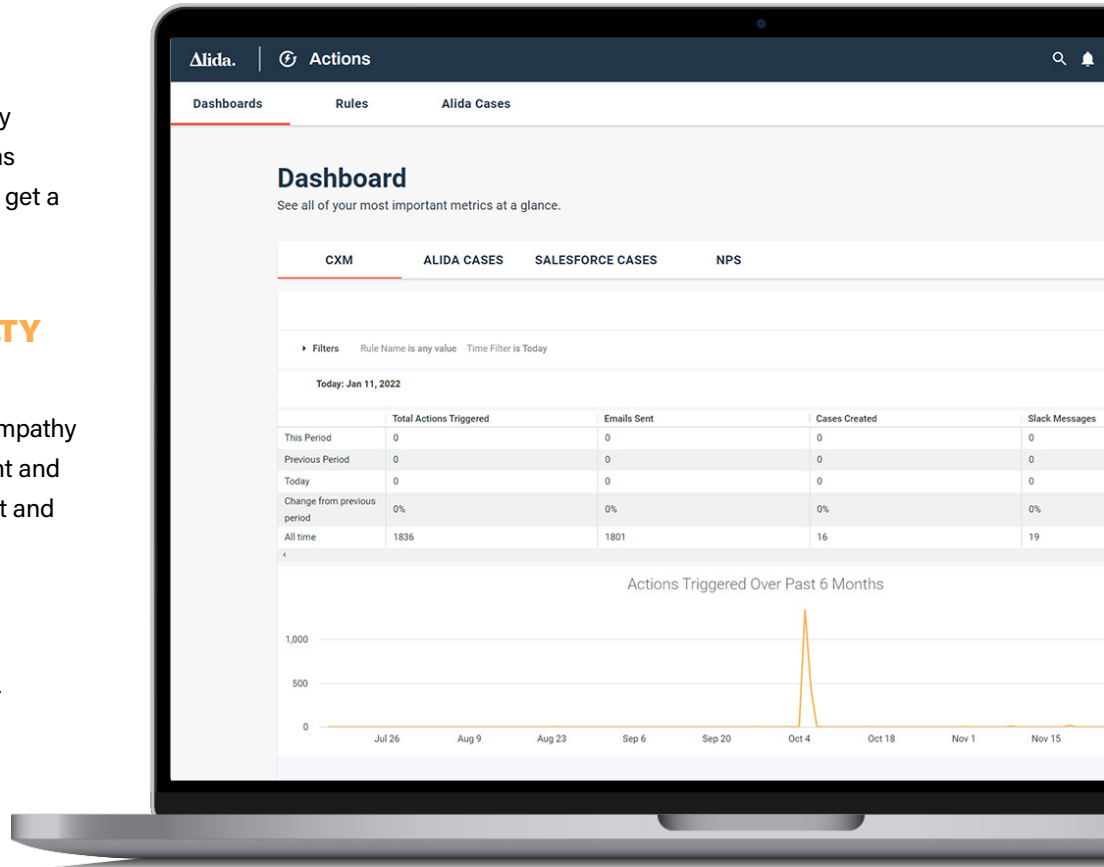
THE ALIDA DIFFERENCE

UNIFY YOUR INSIGHT ACTIVITIES UNDER ONE PLATFORM

Alida provides the expertise and capability to collect and action both broad feedback and deep insights. With 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.

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