

Alida.

# ALIDA CXM

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

Alida CXM is designed to enable you to listen to direct & indirect sources of customer feedback, perform automated actions on collected feedback and have complete visibility into key customer experience metrics so you can create exemplary customer experiences day after day. With Alida CXM you get a holistic customer experience platform that brings in both operational and experiential data, integrates this data with the tools to collect, understand and action customer feedback along with the ability to analyze data and monitor trends in one integrated solution.

## INTEGRATED CUSTOMER FEEDBACK COLLECTION

### Collect broad feedback at scale with Alida Surveys & Alida Touchpoint

- 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

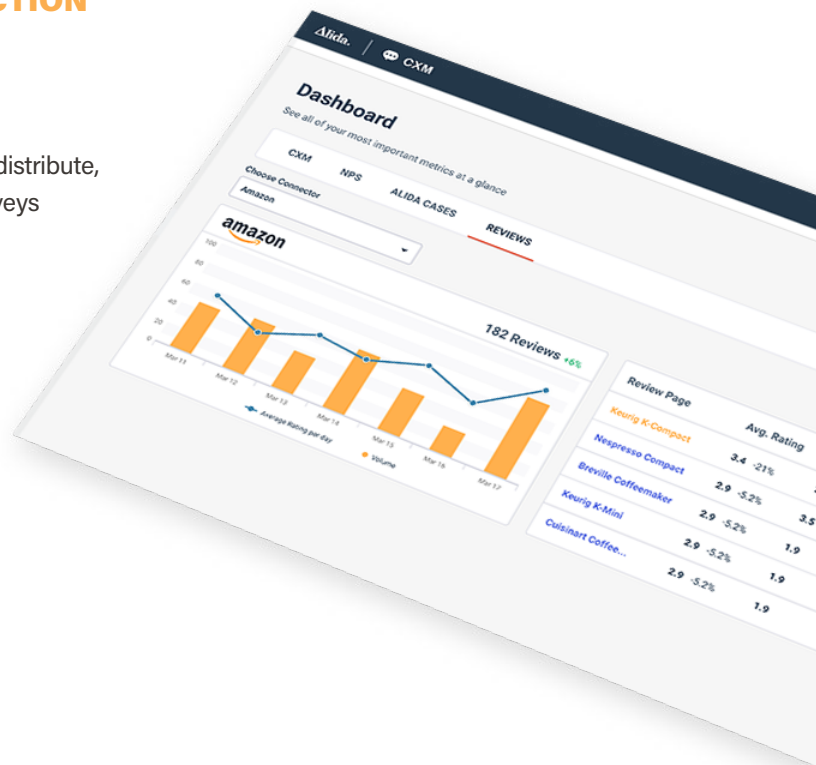
### Collect indirect sources of feedback with purpose-built integrations

- 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

## AUTOMATED ACTIONING & FOLLOW-UP

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

- 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 reviews to ensure timely and effective actions are taken
- Send customized emails to your customers based on their responses to show your customers you care about their specific experience
- Automatically create and manage cases or alert relevant CX representatives on further action required via a Slack message to ensure that the feedback loop is closed



## 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
- Leverage the Alida review dashboard to have complete visibility into your review activity, including average ratings, sentiment scores and direct links to reviews

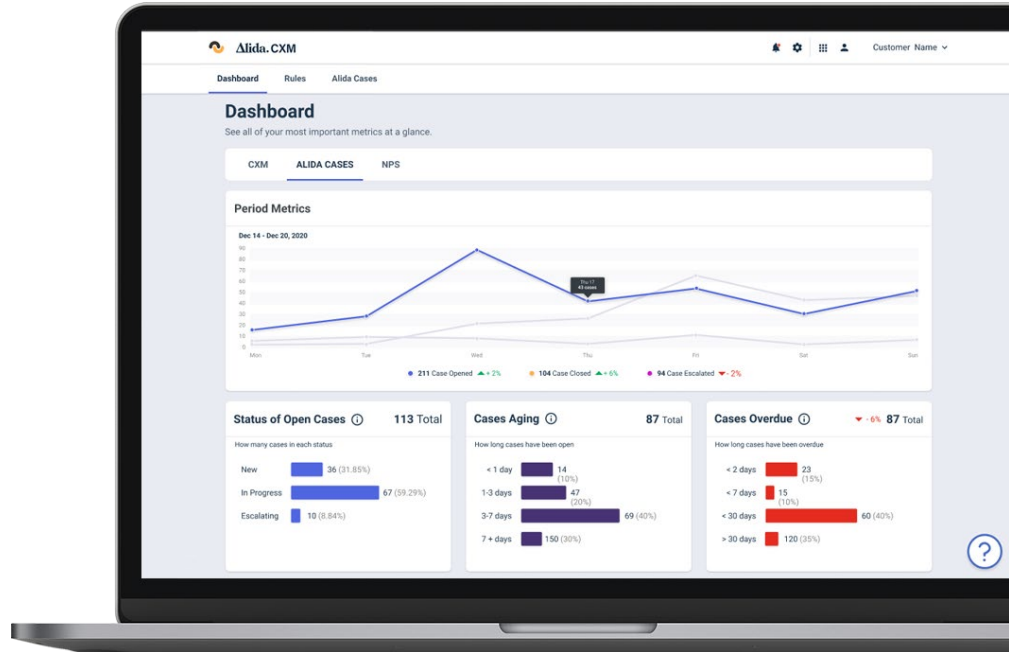
# ALIDA CXM ENABLES BRANDS TO:

## 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

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



## 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.

## UNDERSTAND THE HEALTH OF YOUR CXM INITIATIVES

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

The Alida CXM Platform enables a holistic customer experience program with comprehensive methods of feedback collection, ability to integrate operational data with experiential data, capabilities to action feedback and close the loop, and configurable dashboards to monitor and analyze key customer experience metrics.

## 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 and 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.