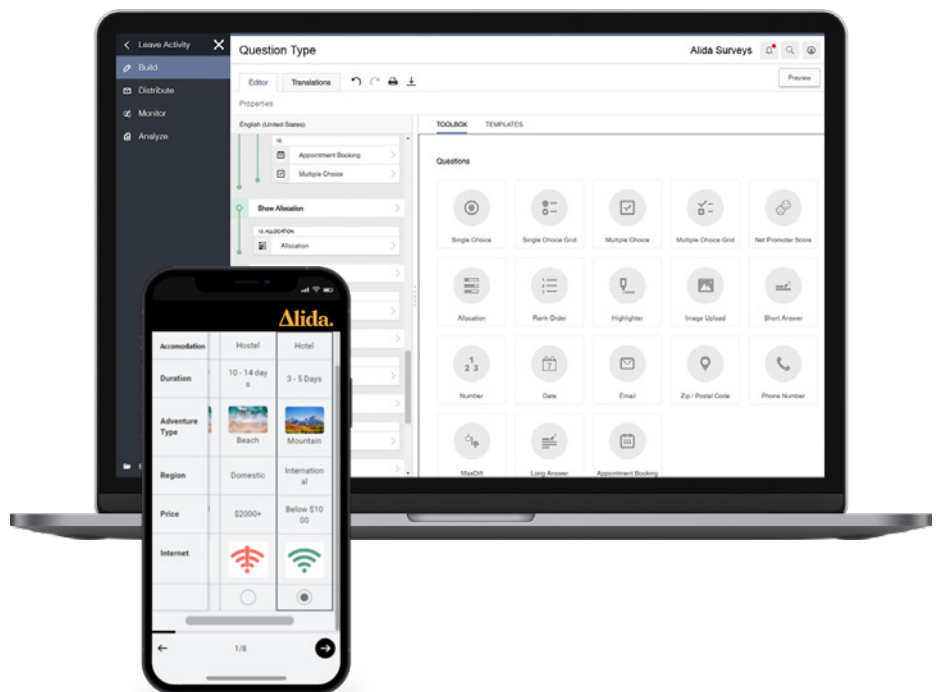# Alida.

ALIDA SURVEYS

DRIVE BETTER BUSINESS OUTCOMES WITH BROAD CUSTOMER FEEDBACK

Alida Surveys offers organizations a comprehensive and intuitive ad hoc survey solution so that they can learn about their customers' experiences in a way that uncovers truths that require action.

SURVEYS

Turn customer feedback into actionable data

- Launch interactive surveys on any device and in multiple languages

- Shorten the time to collect actionable data by using our activity templates or by customizing and building your brand's own template library

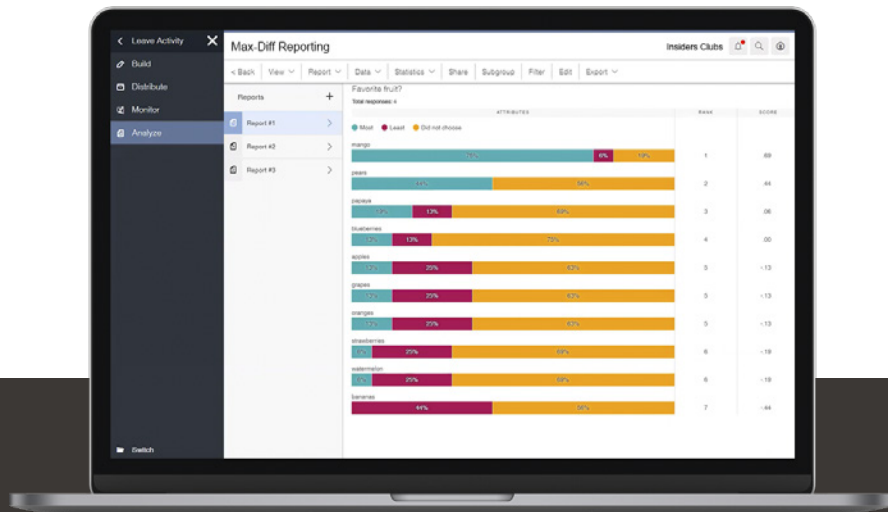- Leverage advanced methodologies and capabilities within our intuitive platform

REPORTING & ANALYSIS

- Advanced reporting and analysis capabilities reveal customer insights

- Apply advanced tools for critical insight on customer segments

- Create and share reports or export in various formats for fast, in-depth analysis

ORGANIZE TEXT RESPONSES TO DELIVER HIDDEN INSIGHTS

- Star responses to save memorable text for later reporting

- Tag and categorize responses through artificial intelligence and machine learning

- Generate positive, negative, neutral, or mixed sentiment automatically

- Create a wide variety of visualizations like word clouds, tables, and graphs—in your choice of colors

THE ALIDA SURVEYS DIFFERENCE

SIMPLE AND ADVANCED SURVEY FEATURES

Our survey creator enables organizations to choose from 25+ survey question types that offer an engaging respondent experience on desktop and mobile. All of the functionality you need to build a survey, distribute it, and analyze results is available in an intuitive interface.

EXCEPTIONAL SUPPORT AND GUIDANCE

Alida's customer support is trained and ready to support your success. As an Alida Surveys customer, you have access to online guides and extensive FAQs, free survey templates, live and on-demand training, and more.

LEADING SECURITY AND COMPLIANCE

Our platform is delivered as a cloud-based, multi-tenant, Software as a Service (SaaS) application accessed by respondents via a web browser. No software or add-ons are installed on computers. ISO compliant, and GDPR, CCPA, and HIPAA ready surveys that also host survey data in localized servers.

UPGRADE TO ALIDA SPARQ FOR DEEP CUSTOMER INSIGHTS

Unlike other survey solutions, Alida Surveys provides brands with the opportunity to upgrade to Alida Sparq – Alida's digital insight community solution to inform strategy and improve customer experience. Upgraded Alida Surveys customers keep their adhoc surveys and data, which provides a thread of continuity in insights collection.

SEE ALIDA SURVEYS IN ACTION
WWW.ALIDA.COM/ALIDASURVEYS