

# ALIDA TOUCHPOINT

COLLECT ACTIONABLE FEEDBACK ACROSS DIGITAL CUSTOMER JOURNEYS TO DRIVE BUSINESS IMPACT

For customer-obsessed brands, Alida Touchpoint offers an enterprise-grade, microsurvey solution designed to boost customer engagement through short, timely, visually appealing interactions across digital customer journeys. With Alida Touchpoint, brands interact with audiences wherever they are to collect context-rich feedback that infuses the voice of the customer into strategic business decisions and provides a better digital experience.

## BROAD AUDIENCE REACH

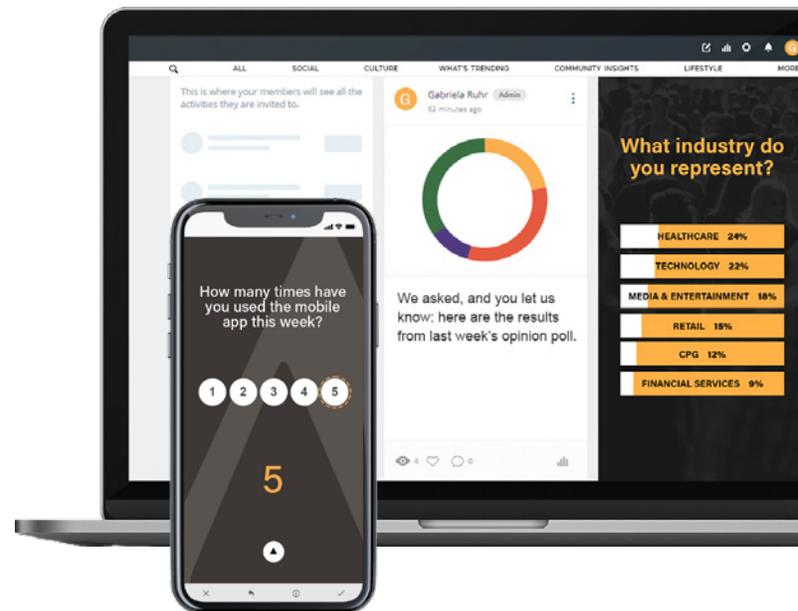
Engage with customers on their turf

- Deploy multiple activities through various channels to understand most effective methods to engage broader audience
- Design quick, visually engaging and fun activities designed for mobile and share instant results to keep respondents interested and engaged
- Extend reach to customers traditionally difficult to connect with, such as millennial males or Gen Zs, by placing activities on mobile apps, social media or other online sites where they spend their time

## FEEDBACK COLLECTION

Collect broad feedback to augment deep insights

- Design polls with question branching to reach specific target segments and personalize questions based on responses
- Gain insight through quick hits of feedback such as preference data, and even collect feedback on A/B tests and product development concepts
- Learn from customers and broader audiences where and when they feel comfortable sharing by making feedback collection swift and easy



## FLEXIBLE CALLS-TO-ACTION

Elicit specific calls-to-action for targeted segments

- Ask pre-qualifying questions before presenting a CTA to audiences to help minimize noise and increase collection of relevant data
- Easily embed CTAs in activities such as digital insight community recruitment, newsletter sign-up, and email collection for other marketing and lead generation initiatives
- Achieve multiple goals with the same Alida Touchpoint activity to meet cross-departmental objectives

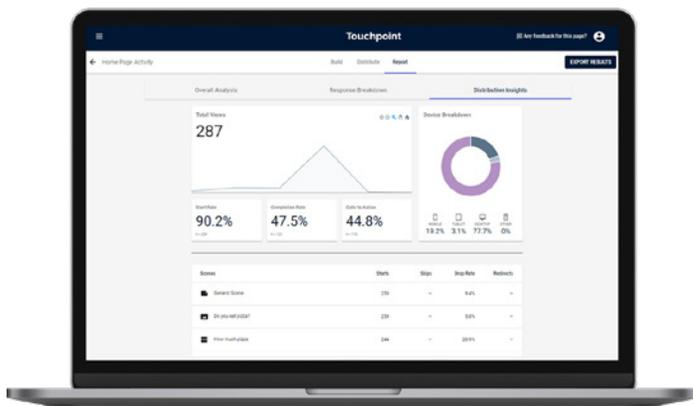
## INTUITIVE ADMINISTRATION

Designed for easy, lightweight administration, Alida Touchpoint was built with the guiding principle of simplicity.

### ACTIVITY BUILDER

Build powerful and compelling activities with ease

- Utilize the intuitive activity builder to quickly design, preview and deploy short, relevant activities aligned to target audience journeys for optimized answer rates
- Re-use existing marketing and design assets to easily create and visualize custom journeys aligned to target audiences for optimized answer rates
- Leverage the customizable NPS activity template to quickly build visually appealing NPS activities that help evaluate customer loyalty, likelihood to recommend and likelihood to churn



### DIGITAL DEPLOYMENT

Post on social platforms and deploy activities as website pop-ups and in-app interactions quickly for easy feedback collection

- Easily integrate to website once for continuous deployment of multiple activities, and with minimum reliance on IT
- Deliver activities in mobile applications to connect with and engage customers where they are with contextual, on-brand microsurveys
- Determine when and where on the page the pop-up deploys to ensure activity is launched with visitor context

### DASHBOARD & ANALYTICS

Gain a holistic view of organizational behavior, customer engagement, and insights collected

- Track KPIs such as views, starts, completes, redirects, emails collected, and NPS scores for real time visibility into organizational performance
- Monitor customer engagement metrics over time and across digital channels to inform when and where to invest resources
- Determine the overall sentiment to tens of thousands of open ends in less than a minute

## THE ALIDA TOUCHPOINT DIFFERENCE

### REACH EXISTING CUSTOMERS AND BROADER AUDIENCES

Unlike many traditional methods of customer engagement, Alida Touchpoint provides brands with a new and powerful way to collect information from customers, insight community members and broader audiences in a visually compelling experience. By reaching these segments in the online environments they prefer and with mobile-friendly activities, brands can extend reach and increase engagement.

### DELIVER SMART EXPERIENCES

Create experiences that feel personalized by asking the right questions to the right audiences at the right time based on contextual targeting and conditional logic. Brands can deliver unique experiences to every audience segment and collect feedback across the entire digital journey at the same time.

### ACHIEVE CROSS-FUNCTIONAL GOALS WITH JUST THE ONE PRODUCT

Whether it's market research, product development, CX, marketing, or website improvement initiatives, Alida Touchpoint offers the flexibility to meet the needs across strategic initiatives that brands care about.

### ACCELERATE TIME TO-TO-INSIGHT

Empower functional teams to create, customize and deploy activities. View strategic data points in a built-in dashboard to monitor organizational performance over time. Leverage enhanced analytics to track customer engagement for individual activities, uncover customer sentiment, and identify strengths of distribution channels to guide strategic business decisions.