

Alida.

# ALIDA ANALYTICS

UNCOVER ACTIONABLE INSIGHTS THAT ENABLE YOU  
TO PUT TRUTH INTO ACTION

Alida Analytics was designed for end-to-end visibility into critical customer experience metrics. With Alida Analytics, you have access to real-time, role-based, mobile-friendly dashboards that are completely customizable. With the most up-to-date information about your CX programs, including community and survey respondents, along with the ability to monitor key performance indicators and how they vary over time, it's never been easier to see and share your CX program's impact .



## INTUITIVE TO BUILD

Seamlessly create dashboards by using drag-and-drop functionality, custom fields, dimensions (groupable fields), measures (aggregate functions such as sum and average) and configurable dashboard templates to accelerate time-to-value.

## COMPLETELY CUSTOMIZABLE

Develop personalized dashboards with time-series graphs, gauge charts, bar charts, word clouds, tables, and more to enable your stakeholders to easily interpret and interact with the data and make informed decisions.

## TIME-SERIES DASHBOARDS

Use time-series dashboards to show how your customer composition and key CX metrics such as Customer Satisfaction (CSAT) and NPS vary over time to easily spot trends, identify gaps and make sure that actions you take are having the right impact.

## EASY TO SHARE

Socialize your dashboards using email, exported to a pdf, or shared via a share link (URL) so your stakeholders can directly access the most up-to-date information in the device of their choice.

# WITH ALIDA ANALYTICS:

## ACHIEVE TRANSPARENCY

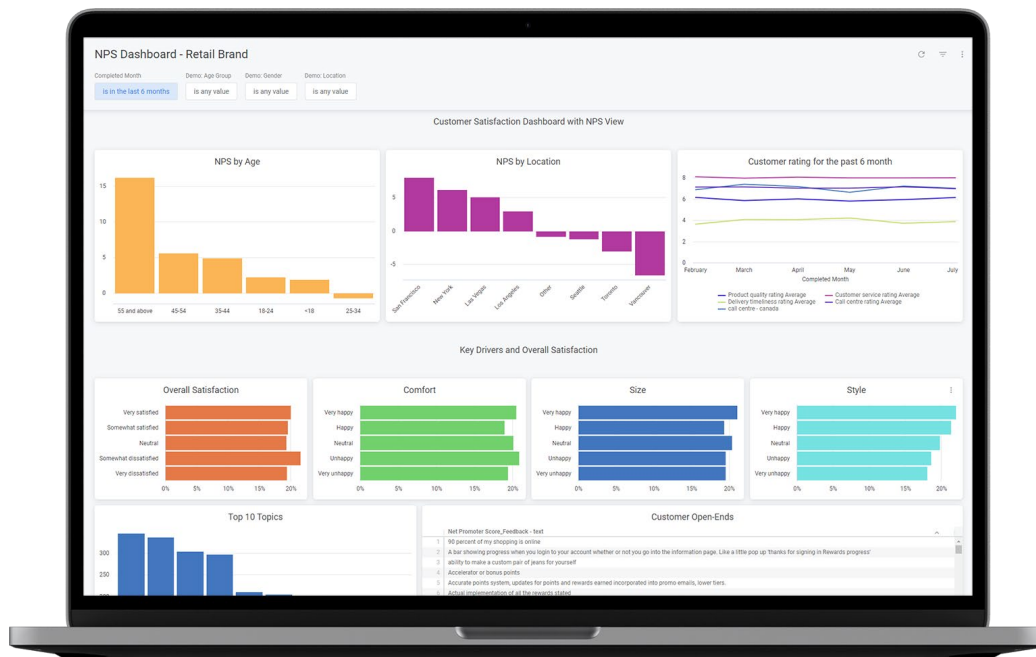
- Create dashboards with information relevant and unique to the audience you are sharing with
- Share live data with all your stakeholders at every stage of the project cycle to gain more organizational buy-in

## REDUCE COSTS

- Consolidate your insights and survey platforms and related analytics tools
- Reduce effort, time and risk of human error while creating reports by transforming what is often a manual process

## MAKE DATA-DRIVEN DECISIONS

- Use crosstab analysis and significance testing to test hypotheses, uncover insights, and identify patterns amongst different customer segments to guide business decisions
- Dig deep into the specific reasons behind key customer and CX metrics to drive targeted organizational changes



# THE ALIDA ANALYTICS DIFFERENCE

## ONE INTEGRATED PLATFORM

Alida Analytics integrates seamlessly with Alida Sparq, Alida CXM and Alida Surveys to provide a consolidated system to manage your insight community, recruit from multiple channels, collect and share feedback bidirectionally and access related analytics all in one place.

## CENTRALIZED & SOURCE AGNOSTIC

Alida Analytics can combine data from multiple internal and external data sources for a unified view of customer experience metrics and their impact on business performance over time.

## FLEXIBLE & EASY TO USE

Alida Analytics are flexible, completely customizable, mobile-friendly and intuitive to provide you end-to-end visibility into key CX metrics.