

ANALYTICS BY ALIDA ENABLES BRANDS TO:

ACHIEVE TRANSPARENCY

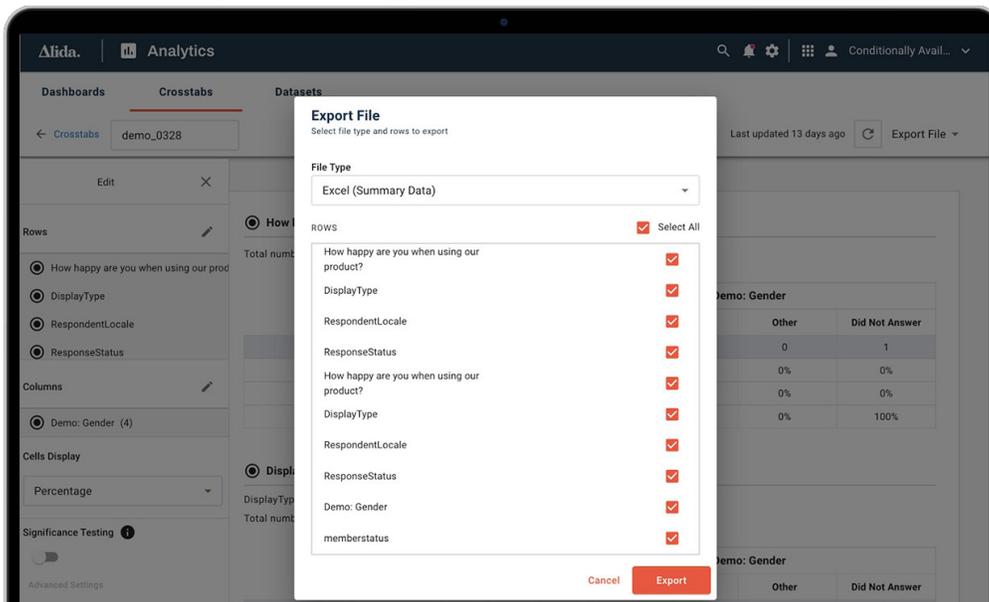
- Create dashboards with information relevant and unique to your audience
- Share live data at every stage of the project cycle to gain more organizational buy-in

REDUCE COSTS

- Consolidate your insights, survey and related analytics tools
- Reduce effort, time and risk of human error with automated report generation

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 the key customer and CX metrics to drive targeted organizational change



THE ALIDA DIFFERENCE

ONE INTEGRATED PLATFORM

Analytics by Alida integrates seamlessly with other Alida products including Insight Community, Actions, and Surveys so that you can manage all insights from the Alida Total Experience Management (TXM) platform.

CENTRALIZED DATA

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's Analytics is flexible, customizable, mobile-friendly and intuitive to provide you with end-to-end visibility into key CX metrics.