INSIGHT COMMUNITY

DELIVER DEEP INSIGHTS TO TURN CUSTOMER TRUTHS INTO ACTION

Alida enables customer-centric brands to create a consistent flow of deep customer insights through our insight community product. Insight Community by Alida uses a relationship-based approach to progressively profile and segment customers at every interaction, producing rich customer insights to help organizations make decisions with their customers, not for them. Customer truths like motivations, preferences, and beliefs are translated into actionable data points. With Insight Community, our clients turn customer truths into action to improve customer experience, accelerate innovation, increase revenue, and mitigate decision risk.

PROGRESSIVE PROFILING

Develop rich profiles and deep segmentation

- Build and enrich customer profiles with demographic, interest, and motive data over time
- Predict customer behavior based on prior interactions and data from other sources
- Personalize activities based on sub-segments of your members

SURVEYS

Learn from the right customers at the right time

- Deliver interactive surveys on any device and in multiple languages
- Shorten the time to insight by using our activity templates, industry solutions, or by customizing and building your brand's own personal and shareable template library
- Leverage advanced methodologies and capabilities within Insight Community or via best of breed partner integrations

FORUMS

Enrich understanding through conversation

- Capture real-time qualitative feedback
- Enable interactive social engagement between customer members to generate richer insights
- Empower internal stakeholders to easily monitor and participate in the discussion

SHARE ACTIONABLE DATA

With Member Hubs and Stakeholder Hubs share the right data at the right time to the right audience to expose insights and stimulate collaboration.

MEMBER HUB

Drive stronger customer engagement and collaboration

- Tag and share exclusive content and newsletters with members
- Use Quick Polls to engage members with short and compelling activities
- Engage members socially - liking, commenting, and sharing
- Track and measure engagement at the member level

STAKEHOLDER HUB

Embed customer insights in every part of the business

- Share news and insights with stakeholders to help make business decisions with customers, not for them
- Distribute learnings in a private and secure workspace
- Centralize insight, making it easily accessible at any time from any device

INTEGRATIONS

Combine data to connect the dots

Exchange information between your data sources and enable powerful, custom workflows to better target and understand your customers.

- Use high-performance open APIs and connectors to integrate with systems of record like a DMP, CDP, CRM or others to augment customer data and extend functionality

- Set-up self-service integrations from our App Center for managing, surveying and augmenting activities/member profiles with your other systems like Salesforce, Marketo, Hubspot and more

- Integrate 3rd party research tools to bring key insight back into the insight community

ANALYSIS & REPORTING

Reveal customer patterns and trends

Advanced reporting and analysis capabilities reveal customer insights from new and existing data, often without having to ask your customers anything new.

- Apply advanced tools, including crosstabs, weighting, and text and sentiment analysis, for critical insight on customer segments

- Create and share reports or export in various formats for fast, in-depth analysis, and use our mobile app for admins to keep track of metrics on the go

- Identify unique strategies to motivate different segments of your customers to participate
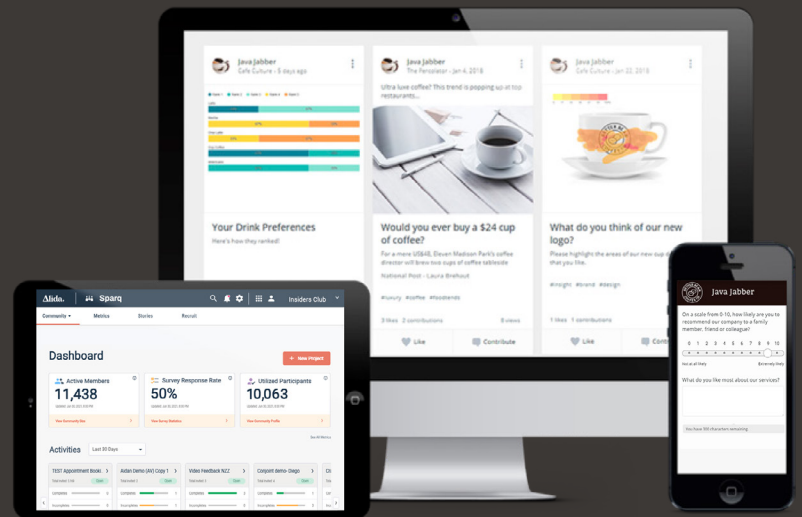
INSIGHT COMMUNITY BY ALIDA

PROGRESSIVE PROFILING DELIVERS CUSTOMER INSIGHTS THAT CAN'T BE OBTAINED ANYWHERE ELSE

Insight Community offers customers the best source of continuously updated insights about customer preferences, priorities and buying behaviors, so strategic business decisions can be made in an agile and informed way.

ON-DEMAND, TRUSTED ACCESS

Insight Community engages customers that opt-in to share their demographic data, personal preferences and opinions in a way that complies with even the strictest privacy legislation like GDPR. A cloud-based, SaaS application with role-based permissions designed to protect PII and strong security controls, Alida's Insight Community is enterprise-grade.

INTEGRATIONS MAKE IT EASY TO SHARE AND AUGMENT CUSTOMER DATA

Our App Center makes it easy to find existing partner integrations to enhance your use of Insight Community. Additionally, the application offers APIs that allow you to share insight community data across other customer data applications and enhance Insight Community with other known customer data sources.

SEE INSIGHT COMMUNITY IN ACTION
ALIDA.COM/INSIGHT-COMMUNITY-DEMO