

Alida.

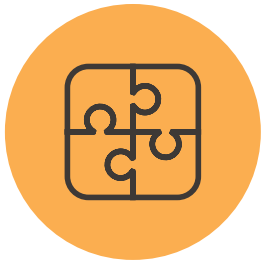
INTEGRATIONS

UNIFY EXPERIENTIAL AND OPERATIONAL DATA TO
ACHIEVE DEEP CUSTOMER INSIGHTS

Your organization captures an abundance of operational data through scores of business applications; supply chain data, sales data, customer support data, and HR data. Just as important is the experience data—human (customers, employees, ecosystem partners) sentiment, beliefs, preferences, and motivation.

Alida Total Experience Management (TXM) is designed to seamlessly integrate more than a hundred business applications through open APIs, combine operational data and experience data in a secure data lake, and power CX transformation to drive greater business outcomes.

WITH THE ALIDA TXM PLATFORM, YOU CAN:



Integrate seamlessly:

Connect your ecosystem of business applications through Alida's open APIs.



Keep your data connected:

Combine operational and experience data from your technology stack in a secure data lake.

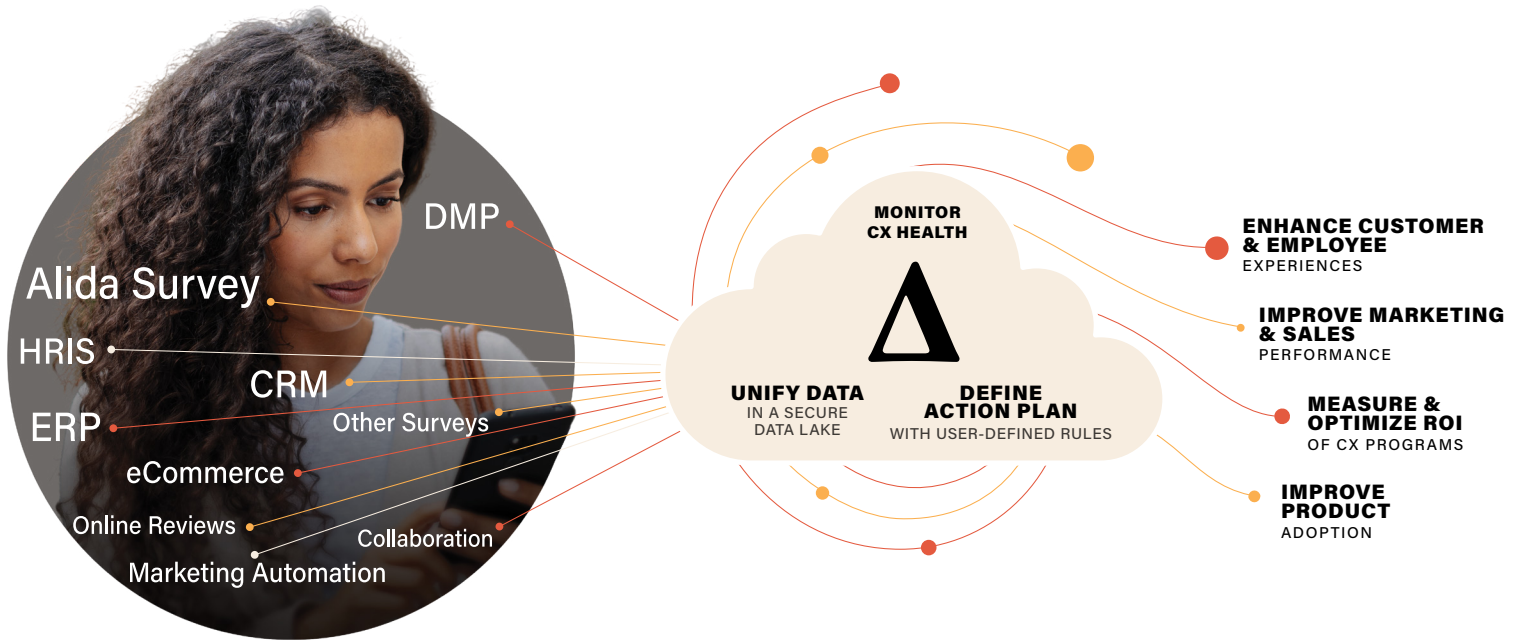


Power insight-driven CX & business decisions:

Strategize from a single source of customer truth to guide CX improvements and decision making.

ONE PLATFORM, UNLIMITED POSSIBILITIES

Seamlessly integrate a rich ecosystem of business applications with the Alida TXM platform to combine experience data and operational data.



SEE TRUTH IN ACTION

Whether you are looking to maximize ROI from marketing and sales initiatives or elevate the experience of hundreds of thousands of your customers across touchpoints, integrations with the Alida CXM & Insights platform can accelerate the value of your experience data and operational data.

TRANSFORM YOUR CUSTOMER EXPERIENCE WITH DEEP INSIGHT AND BROAD FEEDBACK

Collect meaningful and actionable customer insights to help you deliver differentiated and innovative experiences.

[GET A DEMO](#)

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