

# MOBILE APP

## KEEP TRACK OF CUSTOMER EXPERIENCE & INSIGHTS PROGRAMS ON THE GO

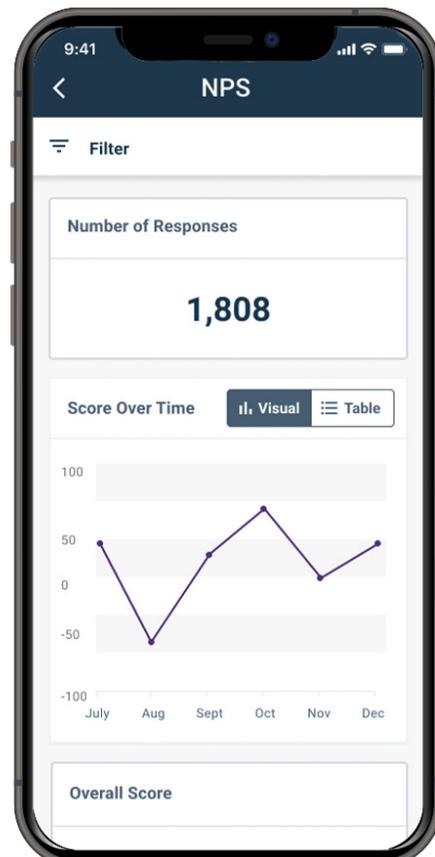
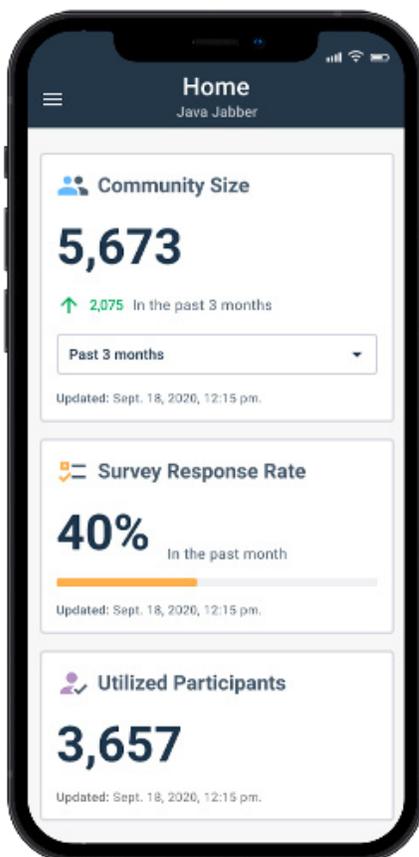
Track key activity metrics and responses in real-time from anywhere and make informed decisions at the same speed as the market changes. Mobile app by Alida brings the most relevant information about your ongoing CX and insights programs to the palm of your hands so that you don't let important feedback go unnoticed.

### SEE WHAT'S IMPORTANT AT A GLANCE

Stay up to date with Insight Community, Surveys, and Analytics by Alida metrics on the mobile app homepage and monitor your community's response rate, number of utilized participants, and recent activities on the go.

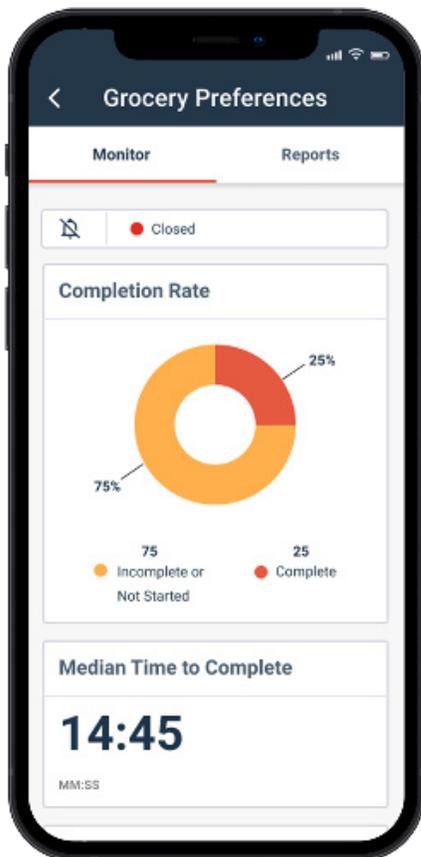
### MOBILE OPTIMIZED DASHBOARDS

Dashboards charts such as NPS tied to your CX and insights programs tailored for mobile devices, to help you visualize and understand your data better. Get updates on the go and share information easily via email, text message, or other social platforms native to your mobile device.



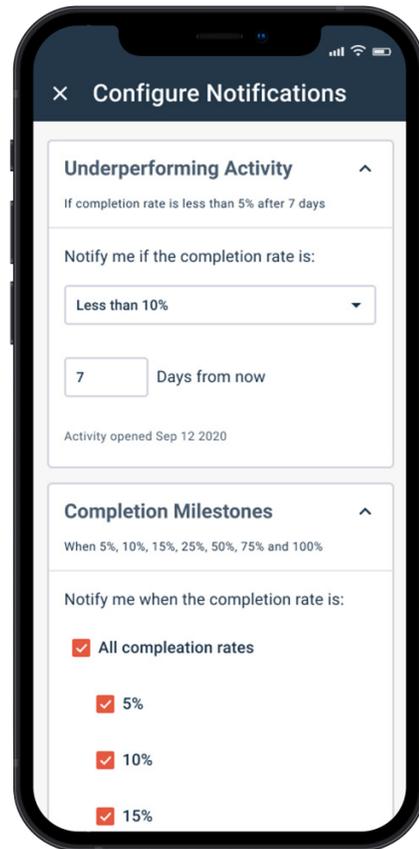
## DIG DEEP INTO YOUR ACTIVITIES & SURVEYS

Access your most recent activities with the click of a button. Track key activity metrics such as completion rate, time taken to complete, drop-offs, survey path and more. View survey activity responses in real time, filter by complete, incomplete, disqualified, and over quota data to stay informed.



## TAKE QUICK ACTIONS

Set up custom notifications to receive automated alerts when activities reach defined thresholds. View survey quotas to ensure optimal utilization, and quickly close activities - or schedule a close - right from the app. Access your most recent surveys and activities with the click of a button. Favorite activities and dashboards to access them quickly and easily on the navigation page.



## THE ALIDA DIFFERENCE

Alida customers can enjoy convenient mobile access to ongoing CX and insights programs. If you are yet to become an Alida customer but want to learn what we are about, download the Mobile App to gain access to a broad range of publications that can elevate your professional skills.

