

SURVEYS

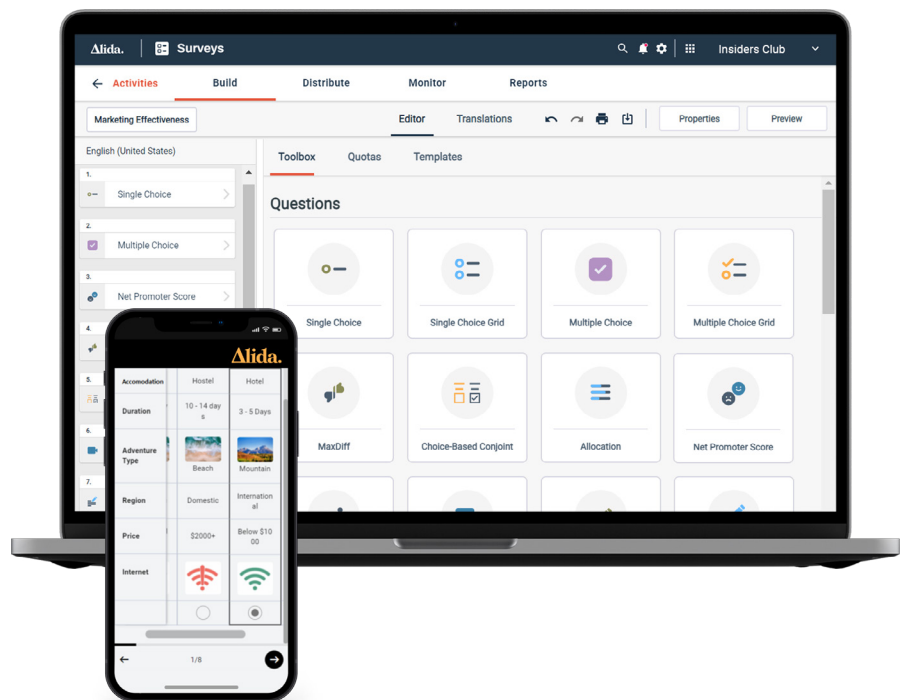
DRIVE BETTER BUSINESS OUTCOMES WITH
BROAD CUSTOMER FEEDBACK

Surveys by Alida offers organizations a comprehensive and intuitive ad hoc survey solution so that they can learn about their customers' experiences in a way that uncovers truths that require action.

SURVEYS

Turn customer feedback into actionable data

- Launch interactive surveys on any device and in multiple languages.
- Shorten the time to collect actionable data by using our activity templates or by customizing and building your brand's own template library.
- Leverage advanced methodologies and capabilities within our intuitive platform.
- Build advanced survey logic and question flows based on multiple attributes such as customer demographics, device types, and more.



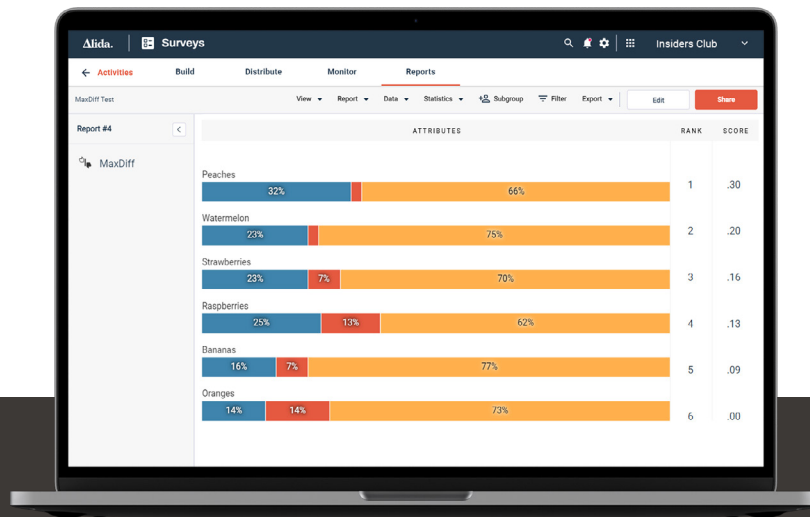
REPORTING & ANALYSIS

- Advanced reporting and analysis capabilities reveal customer insights.
- Apply advanced tools for critical insight on customer segments.
- Create and share reports or export in various formats for fast, in-depth analysis.

ORGANIZE TEXT RESPONSES TO DELIVER HIDDEN INSIGHTS

- Star responses to save memorable text for later reporting.
- Tag and categorize responses through artificial intelligence and machine learning.
- Generate positive, negative, neutral, or mixed sentiment automatically.
- Create a wide variety of visualizations like word clouds, tables, and graphs—in your choice of colors.

Turn customer feedback into actionable data



ACCELERATE TIME TO INSIGHT

Surveys by Alida is a powerful self-serve tool that is endlessly scalable by providing unlimited survey responses without hidden pricing or the need for upgrades. Engage your customers with the confidence that you are not charged for diving deep for insights or penalized for your success.



EXPLORE THE "WHY" OF CUSTOMER INSIGHTS

Understand the motivations behind customer insights through qualitative and quantitative analysis, and dive deeper to uncover context through a suite of analytical tools like text and sentiment analysis.



EXPERIENCE WORLD CLASS SUPPORT

Each Surveys customer has a dedicated, responsive customer success manager who provides guidance on best practices for engagement developed over 20 years in the customer insights business.

SEE SURVEYS IN ACTION

WWW.ALIDA.COM/ALIDASURVEYS