Discover priceless opportunities in your customers’ feedback

Surveys with open ends have the potential to give your business unique insights into what your customers want, and how they think and feel. Because human language is unstructured by nature, analyzing this input at scale can be cumbersome and produce error-prone results that are misleading. Text Analytics by Alida reveals hidden insights so you can develop customer-centric strategies that give your business an edge over your competition.

Find out what matters most to your customers

Your customers have invested their time to contact you and demonstrated that your business matters to them. Text Analytics aggregates all your customers’ qualitative and quantitative responses from multiple sources in one centralized platform at scale and in many languages. Discover what's top of mind with your customers and the motivations behind their actions so you make them feel heard and respond to their feedback.

Natural language processing (NLP)

Text Analytics natural language processing (NLP) technology captures the context in which words have been used, including complex structures, ambiguous sentences, and right-to-left languages. This context gives you a deep understanding of customers’ perceptions and trends over time. Understand customers’ feelings to respond empathetically and increase your customer satisfaction, retention rates, and brand affinity. In short, establish a long-term relationship with them.
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