

TOUCHPOINT

COLLECT ACTIONABLE FEEDBACK ACROSS
DIGITAL CUSTOMER JOURNEYS IN REAL TIME

Each visit by a customer or prospect to your digital channel is an opportunity to start a dialog. With Touchpoint by Alida, never let a captive audience go to waste by missing the chance to thoughtfully engage and learn more about them. Deliver meaningful and personalized experiences to engage in real-time, capture customer insights, and put those insights to action.

CONTEXTUAL FEEDBACK COLLECTION

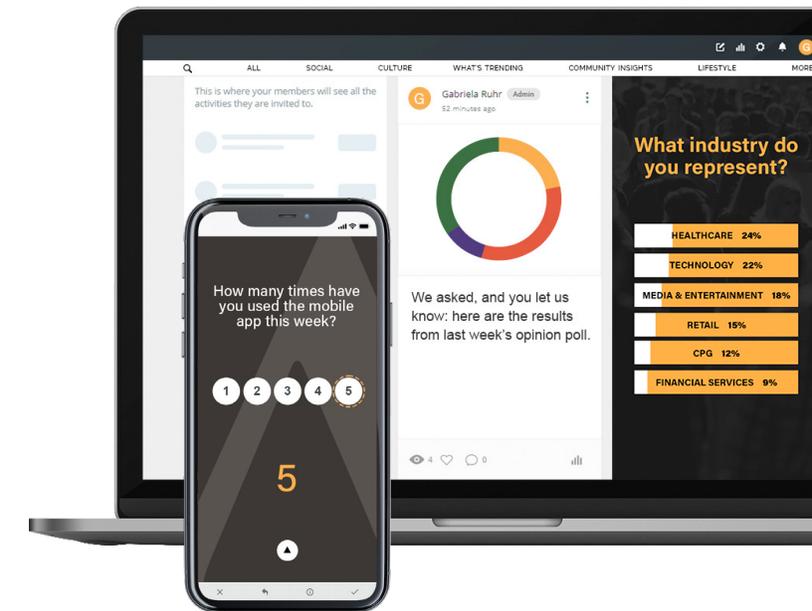
Condition based targeting and feedback collection

- Target specific segments based on user attributes such as tiers, demographics, purchase history, and more, and personalize the engagement to them.
- Use question branching to personalize activity flow depending on the needs of the target segment.
- Gain quick insights on preference data, augment persona data, customer satisfaction, product satisfaction and more.

CUSTOMIZABLE CALLS-TO-ACTION

Drive specific calls-to-action for targeted segments

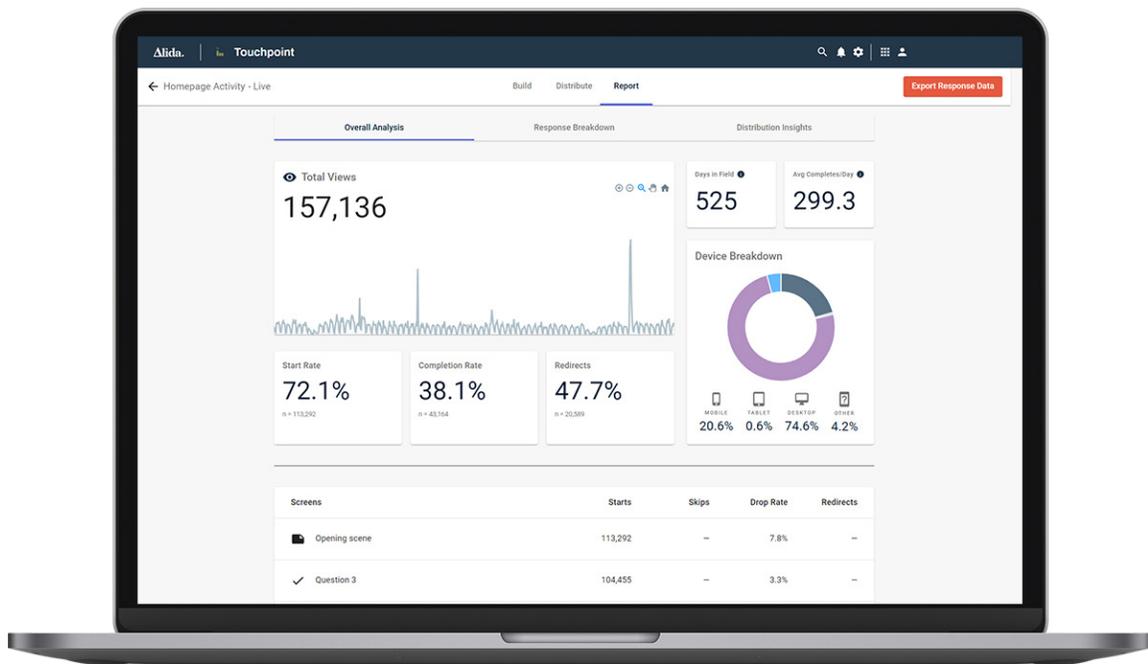
- Go beyond feedback by leveraging Calls-to-Action (CTAs) that drive strategic actions such as sign up for a promotion, drive to a purchase page, redirect to a new website and more.
- Ask pre-qualifying questions before presenting a CTA to audiences to hone in on your target customers.



FLEXIBLE DEPLOYMENT

Deploy on all digital channels from social platforms to website and in-app instances

- Easily integrate to your websites and digital channels once for continuous deployment of multiple activities, and with minimum reliance on IT.
- Determine when and where on the page the activity deploys to ensure it is always launched with visitor context.



BROAD AUDIENCE REACH

Engage with customers on their turf

- Embed Touchpoint activities on your app, social media, or websites, and broaden the reach to your entire digital audience.
- Understand the most effective methods to engage with your audience by deploying multiple activities on various digital channels.

DASHBOARD AND ANALYTICS

Gain end-to-end visibility into key performance metrics

- Track key metrics such as views, starts, completes, redirects, emails collected, and NPS scores for real-time visibility into critical customer insights and trends.
- Monitor customer engagement metrics over time and across digital channels to inform your engagement strategy.

WHY TOUCHPOINT

SEAMLESS ENGAGEMENT

Touchpoint provides you with a new and powerful way to collect data information from customers, and broader audiences through a visually compelling experience. By reaching visitors in the digital environments they prefer, brands can extend their reach and increase engagement.

DELIVER PERSONALIZED EXPERIENCES

Touchpoint enables you to create experiences that feel conversational and personalized by asking the right questions to the right audiences at the right time using contextual targeting and conditional logic.

ACHIEVE CROSS-FUNCTIONAL GOALS WITH JUST ONE PRODUCT

Whether you plan to use customer insights to inform user journeys, product development, marketing, or research, Touchpoint offers the flexibility to meet your strategic needs.

ACCELERATE TIME-TO-INSIGHT

With Touchpoint, you can create, customize and deploy activities with little or no reliance on your technical teams. Leverage advanced analytics to track customer engagement for individual activities, uncover customer sentiment, and identify strengths of distribution channels to guide strategic business decisions. Collect million of responses with no impact to your website or app performance.

SEE TOUCHPOINT IN ACTION

[ALIDA.COM/ALIDA-TOUCHPOINT](https://alida.com/alida-touchpoint)