

Alida.

VIDEO

POWERFUL VIDEO SURVEYS AT SCALE

With Video by Alida, collecting qualitative insights through video survey responses has never been easier so that you can tell powerful stories that build customer empathy and influence strategic business decisions.

CAPTURE POWERFUL INSIGHTS

Empower respondents to share video feedback on key topics with the click of a button.

UNDERSTAND CUSTOMER EXPERIENCE

Unlock deeper and richer insights of customer opinions, motivations, perceptions, and beliefs.

SHARE POWERFUL STORIES

Create customized snippets and branded showreels in minutes to present real, human stories and findings to stakeholders.

ANALYZE FEEDBACK EFFICIENTLY

Uncover key themes, sentiment and actionable insight through powerful AI and machine-learning tools.



VIDEO ENABLES BRANDS TO:

HUMANIZE THE FEEDBACK PROCESS

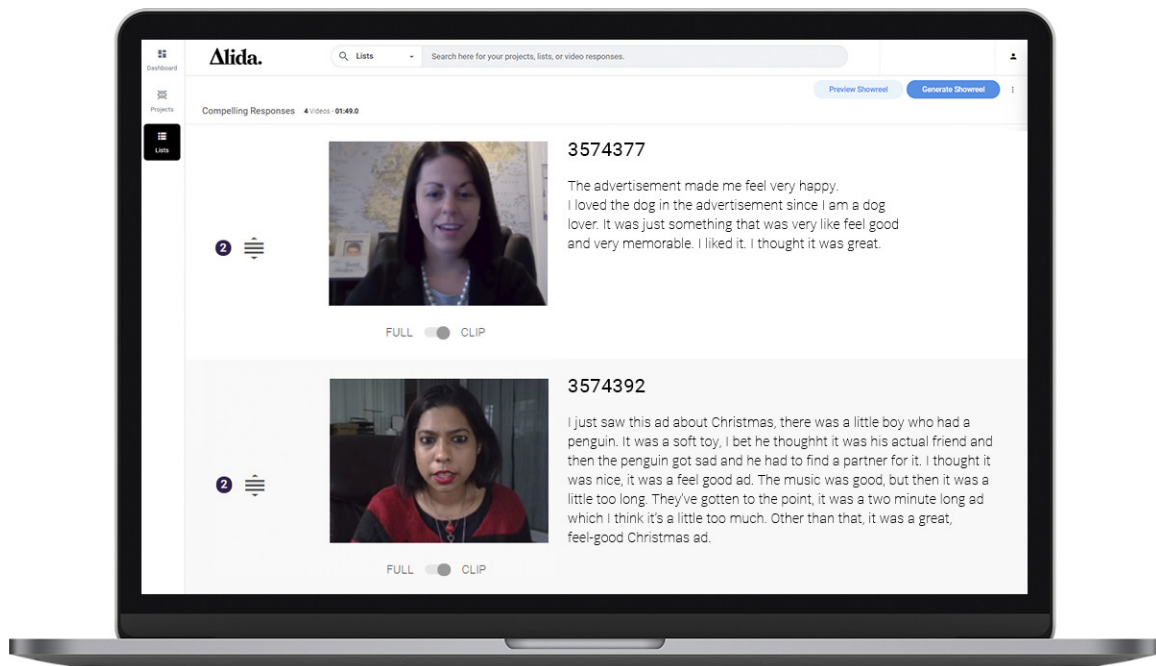
Make it easy for customers to share authentic feedback easily via video with the click of a button.

GAIN UNPARALLELED INSIGHTS

Get 8X more content than text-based alternatives to uncover themes and sentiment for deeper, richer customer insight.

MAKE AN IMPACT

Create powerful video summaries to humanize customer stories with all stakeholders, to build customer empathy and influence strategic business decisions.



THE VIDEO DIFFERENCE

RELY ON ONE INTEGRATED PLATFORM

Since Video is part of the Alida TXM platform you can plan, execute, and efficiently manage all aspects of video feedback from a unified platform to elevate your qualitative research and voice of the customer programs.

LAUNCH VIDEO SURVEYS IN MINUTES

Collect faster, richer qualitative feedback by combining the power of video with Alida survey functionality like targeting, logic, and segmentation to get authentic and impactful responses from those who matter most to you.