

ALIDA PARTNER NETWORK

JOIN THE ALIDA PARTNER NETWORK AND HELP YOUR CUSTOMERS PUT TRUTH INTO ACTION

OPPORTUNITY

Improving customer experiences trails only revenue growth as a critical priority for most organizations. Achieving this goal, however, is easier said than done because enterprises are still largely immature in their CX management practices. Most CX teams are small with almost two-thirds of CX teams having between one and 10 members. Businesses, therefore, need help setting up and carrying out programs to transform their CX.

WHAT WE DO & WHY WE'RE UNIQUE

- Alida has the most comprehensive CXM & Insights Platform on the market and provides enterprises the expertise and capability to collect and action both broad feedback as well as deep insights.
- Alida's solutions deliver value through the lens of our industry expertise. Whether it is reducing time to market tied to a specific industry solution or leveraging our experience in CX with best practices, we help our customers accelerate value in their respective industry.
- Alida earned a spot on the first ever Gartner magic quadrant for Voice of the Customer in 2020.
- Alida has an exemplary customer satisfaction score of 94% demonstrating our commitment to help our customers drive the business outcomes they want to achieve.
- We are on an exponential innovation agenda and released 4 new products and many new features in 2020, to further strengthen our portfolio.

- The total CX market is expected to grow from USD 8,556 million in 2020 to reach USD 14,954 million by 2025.
- The CX services segment is estimated to grow at a higher CAGR of 13.5% and is expected to reach USD 6695 million by 2025, during the forecast period.

Markets & Markets Report - Customer Experience Management Market - Global forecast to 2025

THE PRODUCTS

Alida.SPARQ

Digital insight community

- Progressive profiling of customer preferences
- Deep segmentation and targeting
- Rich customer insights



THE PRODUCTS

Alida. TOUCHPOINT

Mobile-first polls & surveys

- Quick, visual engagements
- Contextual feedback collection
- Easy recruitment from social and digital channels

Alida. SURVEYS

Enterprise-grade surveys

- Easy customer and market feedback collection
- 25+ question types
- Support for 34 languages

Alida. CXM

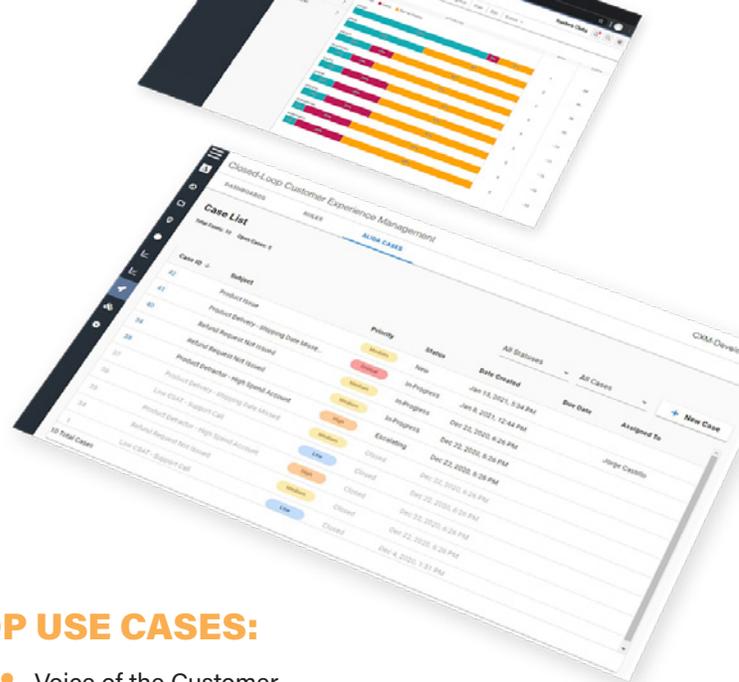
Closed-loop CXM

- Rule engine actions feedback
- Real-time analysis
- Case management integration

TOP USE CASES:

- Voice of the Customer
- Voice of Employee
- Digital Customer Advisory Board
- Customer Satisfaction and Advocacy
- Access hard-to-reach audiences
- Product and UX Design
- Across multiple industries -
Healthcare/Tech/Financial services

For some examples on how our customers gained value from Alida solutions, [click here](#).



WHY PARTNER WITH ALIDA:

We are growing at an incredible pace and we require your help to bring superior customer experience and insights to organizations around the world.

- Open, actionable, democratized solutions with a 7X services attachment rate
- Quick ROI – As an Alida Partner, you will receive a full set of professional tools, continuous support and most importantly, you'll quickly see your return on investment.
- Co-Sell and Co-Support Model
- Deal Registration
- Gain Competitive Advantage – Alida is the only solution that allows customers to collect and action both feedback as well as deep insights, all in one integrated CXM & Insights Platform. Bring value to your customers by helping them put their truth into action.
- Exceptional reward program
- Dedicated Partner Account Manager
- Certification Program, Free Sales and Technical Training for Partners

NEXT STEPS?

Interested in the Alida Partner Network? Visit www.alida.com/partners