Analytics
Uncover actionable insights that enable you to put truth into action

Analytics by Alida was designed for end-to-end visibility of critical customer experience metrics from all your CX programs. By using real-time, role-based, mobile-friendly dashboards that are completely customizable with your brand’s look and feel, you can monitor key performance indicators over time and easily see and share your CX program’s impact.

Intuitive to build
 Seamlessly create one or multiple charts in an instant directly from the survey tool. By using drag-and-drop functionality, custom fields, dimensions, measures and configurable dashboard templates you can accelerate time-to-value with Analytics.

Completely customizable live dashboards
 Expedite timely informed decisions and make sure that actions you take are having the right impact. Easily spot trends, identify gaps and share key CX metrics such as Customer Satisfaction (CSAT) and NPS® in live dashboards that are automatically refreshed periodically. Easily create dashboards with Survey dashboards’ one-click wizard and analyze open-ended text responses to better understand consumer behavior and sentiment.

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Analytics by Alida enables brands to

**Achieve transparency**
- Create dashboards with information relevant and unique to your audience
- Share live data at every stage of the project cycle to gain more organizational buy-in

**Reduce costs**
- Consolidate your insights, survey and related analytics tools
- Reduce effort, time and risk of human error with automated report generation

**Make data-driven decisions**
- Use crosstab analysis and significance testing to test hypotheses, uncover insights, and identify patterns amongst different customer segments to guide business decisions
- Dig deep into the specific reasons behind the key customer and CX metrics to drive targeted organizational change

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**The Alida Difference**

**Centralized & source agnostic**
Manage your insight community, recruit from multiple channels, collect and share feedback bidirectionally, and access related analytics, all in one integrated platform. Simplify your tech stack and have a unified view of customer experience metrics and their impact on business performance over time.

**Flexible & Easy To Use**
Analytics is customizable, mobile-friendly and intuitive to provide you with end-to-end visibility into key CX metrics.

**Contextualize customer sentiment to better understand how customers and employees are feeling**
Easily create dashboards with Surveys dashboard’s one-click wizard and analyze open-ended text responses to better understand customer motivations and sentiment.