

Alida.

ALIDA VIDEO

RICHER QUALITATIVE FEEDBACK WITH THE POWER OF VIDEO

With Alida Video, collecting qualitative insights through video responses has never been easier. Videos that demonstrate your customers, perceptions and motivations through the most personal type of insight gives life to the voice of your customers. Plus, with the showreel generator, you'll be able to create powerful video summaries to humanize customer stories with all stakeholders, to 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

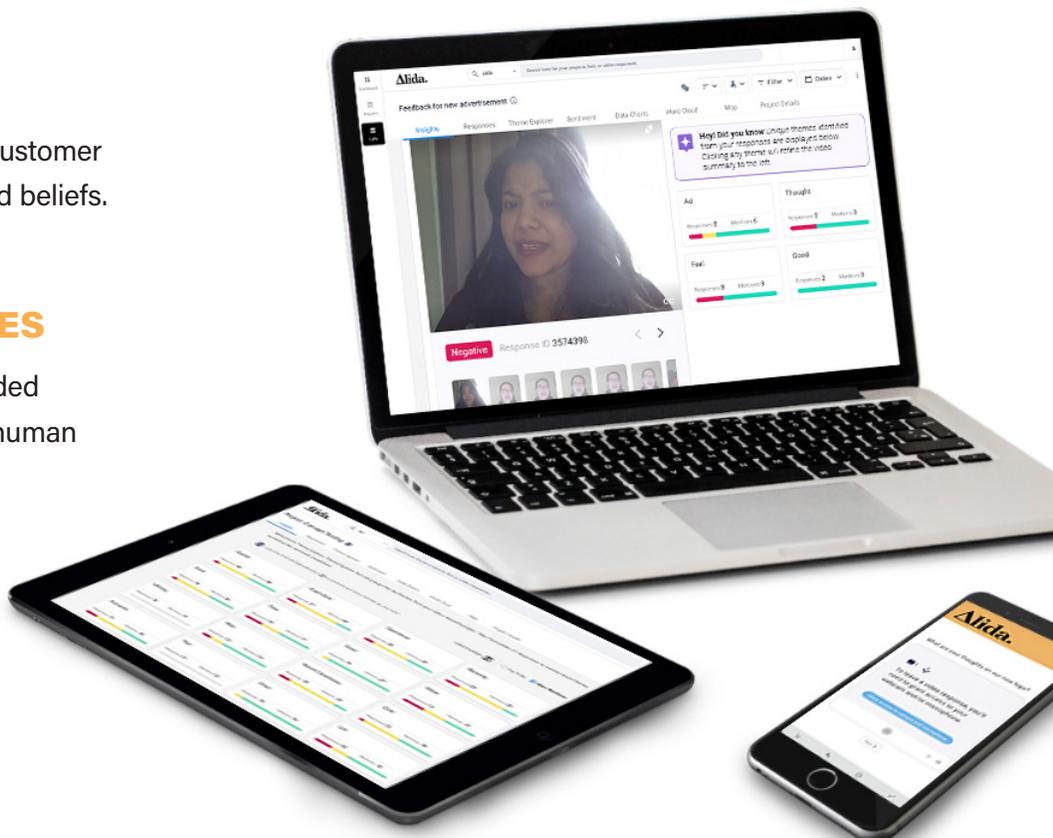
Unlock deeper and richer insights of customer opinions, motivations, perceptions, and beliefs.

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.



ALIDA VIDEO ENABLES BRANDS TO:

HUMANIZE THE FEEDBACK PROCESS

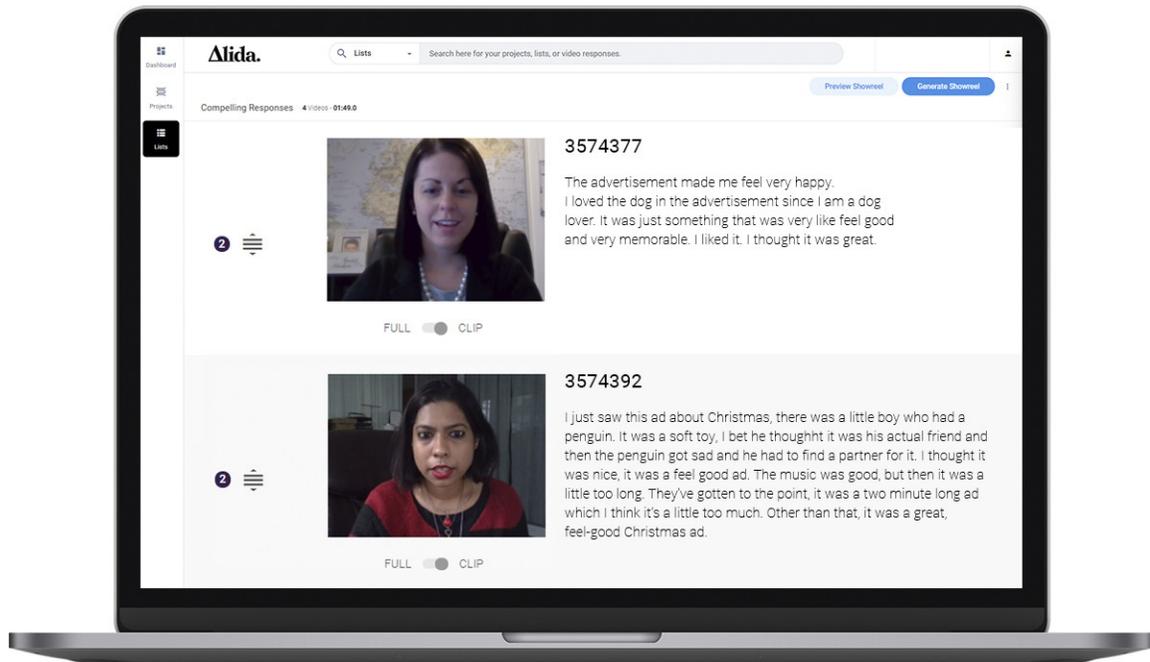
Make it easy for customers to share authentic feedback easily via video with the click of a button.

MAKE AN IMPACT

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

GAIN UNPARALLELED INSIGHTS

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



THE ALIDA VIDEO DIFFERENCE

RELY ON ONE INTEGRATED PLATFORM

Alida Video integrates seamlessly with Alida CXM and insights platform so 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.

POWER
OF &

Alida built the world's first CXM and insights platform so that you can rely on the power of & to put your customers' truths into action. With the Alida CXM and insights platform, you can manage, monitor, and optimize millions of customer experiences and unlock meaningful insights and use Alida Video to collect and action both broad feedback as well as deep insights.