Release Produit Hiver 2025

Marine Bourigault

Principal Customer Success Manager
Alida.

Sébastien Franchi

Senior Technical Account Manager
Alida.

Agenda

01

Présentation de la Release Produit Hiver 2025

Un résumé de nos dernières innovations avec Marine Bourigault, Principal Customer Success Manager, Alida

02

Démo des nouveautés

Présenté par Sébastien Franchi, Senior Technical Account Manager, Alida

03

Coming soon

Update, en images, à propos du module de test UX non modéré

04

Q&A

On répond à vos questions

Release Produit Hiver 2025

01

Nos focus pour 2025

Tests utilisateurs non modérés
Découvrez comment vos clients interagissent avec vos solutions numériques et percevez les axes d'améliorations de vos différentes UX

Optimisation de l'utilisation avec l'IA Generative
De nouvelles façons d'explorer et de comprendre vos données via l'intelligence artificielle

Améliorer les workflows
Réduisez le temps du retour sur investissement en rationalisant et en simplifiant les workflow basiques

Reporting & Analytics
Des analyses plus rapides et plus puissantes pour partager les feedbacks dont vos collaborateurs / commanditaires ont besoin

The leading community-centered experience research platform

Audience Management

Accéder à vos clients les plus importants et nouer de bonnes relations

Feedback & Research

Recueillir du feedback à grande échelle par le biais de méthodes et de canaux multiples

Insights

Exploitez vos données en profondeur pour en extraire des informations importantes.

Construire de meilleurs produits et expériences utilisateurs

Alida.

Disclaimer

The following information should be treated in accordance with the confidentiality terms between you and Alida and is not to be disclosed or shared with any third party unless expressly authorized by Alida. This information is not intended to form part of any contractual commitment by Alida to deliver the described features. Features referenced in this document that are not yet currently available may not be made available on time and are subject to change at our discretion at any time without notice. Decisions to purchase our services should be made based upon features that are currently available and not contingent on the delivery of any future functionality or features or dependent on possible future functionality.

Roadmap 2025

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	H1 2025	H2 2025
Audience	Member Specific Distributions Calculated PVs SMS Distributions Distribution Automation	NDAs Recruitment Workflow Health Reports Hub Summarization
Feedback & Research	UX - Screen Share and Figma Integration AI Moderated Interviews	UX - Showreels and Workflows Enhancements Survey Editor Preview
Insights	Expand Question Types New Recodes AI Summarization Data Visualizations	Manage Individual Responses Connected Insights Video Insight Visualizations
Platform	Data Permissions AI - Managed Service Interface Project Activity Structure Home Page Update	Activity List Update Project Orchestration Extend User Permissions

What's new
Q1 2025 Product Release

Insights (Modern Reporting)

- Significance Testing
- Weighting

EAP Program
- Recodes for Group Answers
- Ranking Questions
- Allocation Questions

Audience Management

- Import Participation Data from External Activities
- Recruitment Survey Permissions

Feedback & Research

- UI & UX Enhancements for Carousel Questions
- Additional Design and Workflow Customizations for Digital Intercepts (Touchpoint)

Platform

- SSO (Single Sign-On) UI Updates

Release Produit Hiver 2025
Demo

02

Modern Reporting

Une version boostée de notre outil de reporting, vous permettant de simplifier l'accès aux différents types de données et d'exploiter davantage vos résultats d'enquêtes.

At-A-Glance: Modern Reporting Today

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	Available Now	EAP*
Supported question types		
Single, multiple, single choice grid, multiple choice grid, rating, numeric	✔	
Ranking, allocation		✔ (NEW)
Statistical analysis		
Significance Testing (Z-test & t-test)	✔ (NEW)	
Weighting	✔ (NEW)	
TURF analysis	✔	
Data manipulation		
Recodes (convert to numbers)	✔	
Recodes (group answers)		✔ (NEW)

Note*: If you'd like participate in our Early Access (EAP program) and share feedback on our new features, reach out to your CSM for more info.

At-A-Glance: Modern Reporting Today

Alida.

	Available Now	EAP*
Text Analysis		
GenAI Text analysis (short, long answer)	✔	
Individual text analytics drilldown (GenAI text enhancements)	✔	
Crosstabs & exports		
Crosstabs & nested banners	✔	
Excel summary export	✔	
Filtering		
Filters	✔	

Note*: If you'd like participate in our Early Access (EAP program) and share feedback on our new features, reach out to your CSM for more info.

Modern Reporting FAQs

Q:	A:
Why Modern Reporting?	- Combine qual/ quant insights in one place & manage larger data-sets - View and compare insights in one view - Streamline workflow and improve user experience - Leverage GenAI for deeper insights on sentiment for open-ended responses
When should I use Modern Reporting?	Modern Reporting is suitable for your research needs if you need: - Support on common question types for data collection - Filters and subgroups for data prep - Statistical analysis - Crosstabs and nested banners for data visualization - Excel for data sharing Learn more on specific use-cases for Modern Reporting.
What's the difference between Standard Reporting vs Modern Reporting?	For a full feature comparison between Standard Reporting vs Modern Reporting, learn more here.
Can I port reports created in Standard Reporting to Modern Reporting?	No, Standard Reporting and Modern Reporting are completely separate reporting engines.
Will Standard Reporting be replaced?	We're currently offering Modern Reporting alongside Standard Reporting. Throughout the next few quarters, we are excited to roll out ongoing enhancements to improve the overall usability, performance, and scalability of reporting on the Alida Platform.

Significance Testing (Z-test and t-test)

What we heard

Current Standard Reporting supports only t-test, reducing efficiency and accuracy especially when analyzing proportions.

How you benefit

➔ Improve accuracy of results by assessing if particular groups of people or responses are significantly different than others
➔ Quantify the impact of changes e.g. effectiveness of marketing campaigns, product features, pricing strategy, survey data analysis, etc.

Limitations

➔ Cannot be applied to any Recode type for now

What we built

Statistical tool to assess reliability of data, verifying whether data is truly representative of the entire target population with a certain level of confidence and not by random chance.

- Use **Z-test** to determine if the difference between proportions of two samples is significant or not. Often applied to questions when you need to count responses, e.g. "how many people chose Brand X as their favorite drink?"

- Use **t-test** to determine a significant difference between means of two sample groups. Often applied to questions that require calculating the mean, e.g. "on a scale of 1-10, how would you rate the service."

Learn more and see additional examples [here](#).

Weighting

What we heard

Current weighting calculation in Standard Reporting accounts for scenarios like non-responses, which may distort representation of your target population.

What we built

Statistical tool to adjust your data for better representation of your target population and ensure your findings are more accurate.

How you benefit

➔ Improve data accuracy by ensuring sample data aligns with target population
➔ Reduce sampling bias by assigning weights to balance the distribution, reflecting the underrepresented and overrepresented groups
➔ Weighted data results can easily be extrapolated, leading to better, informed decisions

Limitations

➔ Cannot be applied to any Recode type for now

Early Access Program

Modern Reporting

Recodes for Group Answers (EAP)

What we heard

Standard Reporting has a similar feature to merge and rename answers but lacks the capability to create top-two and bottom-two box analysis, crucial for analyzing choice questions.

How you benefit

➔ Easier to analyze, interpret, and compare data, especially for choice questions
➔ Common for CSAT questions in a 5-point Likert scale, easily perform top-two box, bottom-two box analysis efficiently

Limitations

➔ Significance testing and weighting cannot be applied to any recode type including Recodes for Group Answers for now
➔ Create filters and banners are not currently supported in Recodes for Group Answers

What we built

A type of recode that groups and organizes relevant answers together.

Example: You can group "Very Satisfied" and "Satisfied" as a single answer in the recode field. You can also exclude answers.

Rank Order & Allocation Questions (EAP)

What we heard

Standard Reporting currently supports these question-types but not Modern Reporting.

How you benefit

➔ **Rank Order questions**: Prioritize features and offerings based on respondents' preferences
➔ **Allocation questions**: Make better data-driven decisions on product offerings and marketing strategies

Limitations

➔ N/A

What we built

Modern Reporting now displays data from rank order and allocation-type questions with ability to exclude "didn't assign a rank" to control how the % is calculated.

- **Rank Order:** Identify respondents' preferred order of options to gain better insights into what matters to them.
- **Allocation**: Quantify preferences by capturing respondents' degree of preference.
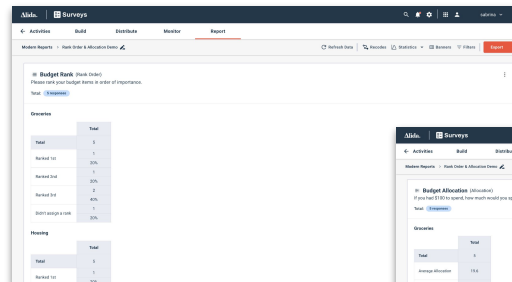
Rank Order Questions
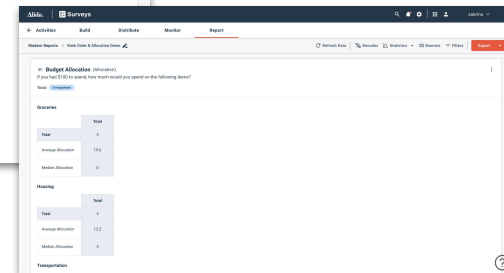
Allocation Questions

Audience Management

Mieux gérer les profils de vos membres en consolidant les données externes vers la communauté. Protégez les données sensibles grâce à des autorisations supplémentaires pour les questionnaires de recrutement.

Import Participation Data from External Activities

What we heard
Customers running external activities need to import member and non-member participation status back to the Alida Community and run subsequent studies.

What we built
Easily import member and non-member participation status back into Alida member profiles from external activities.

How you benefit
➔ Enhance workflow efficiency by consolidating all data in one place
➔ Conduct follow-up studies by creating member groups to target surveys and activities based their previous responses

Limitations
➔ Does not update all member data - only member's external activity participation status for now.
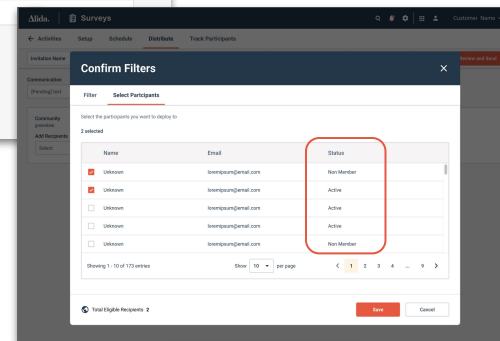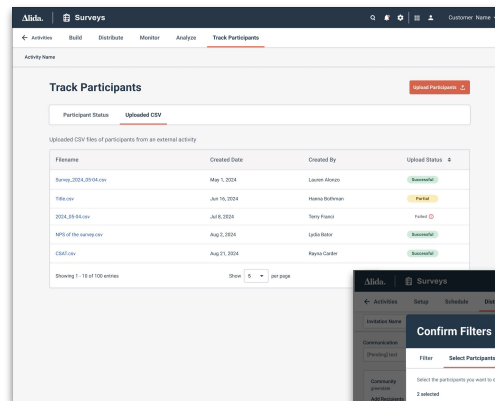
Recruitment Survey Permissions

What we heard

All Power and Author users have permissions to build or deploy recruitment surveys, accessing potentially sensitive data and increasing risk of misuse.

What we built

Added an additional layer of user permissions on recruitment surveys by restricting build and deploy privileges to select users.

How you benefit

➜ Better manage user access to prevent unapproved changes to survey design or questions
➜ Protect sensitive data and only allow designated users to access or modify the data

Limitations

➜ This added layer of permissions are applicable only for recruitment surveys. Other survey types remain unaffected.
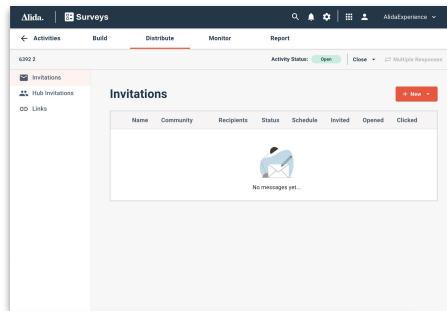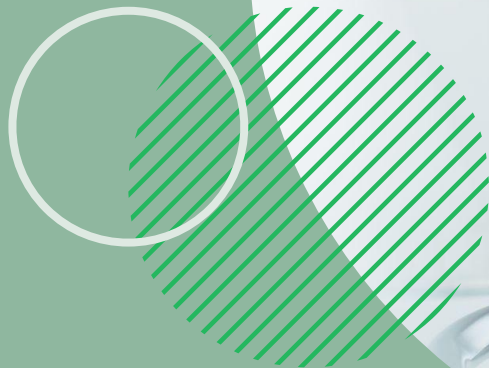

Old UI
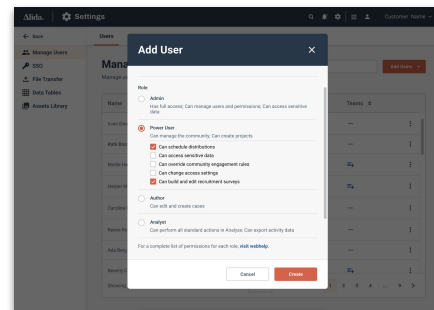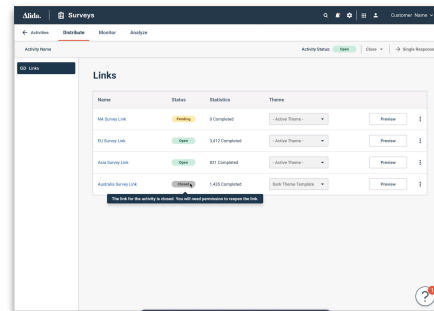
Updated UI

Feedback & Research

Boostez l'engagement des participants grâce à des améliorations de l'interface utilisateur pour les questions du carrousel et les activités Touchpoint).

UI & UX Enhancements for Carousel Questions

WEBHELP

∆lida.

What we heard

Observed higher respondent drop off rates on carousel question types.

How you benefit

➔ Improve respondent engagement and reduce drop off rates with more intuitive and visually appealing designs
➔ Create better navigation and survey experience, leading to improved quality of data collected

Limitations

➔ N/A

What we built

UI and UX enhancements to boost engagement on carousel question types include:

1. New slide animations between carousel sets to highlight a new set of options
2. Bring focus to the first unanswered set of questions and highlight thumbnails that are unanswered

Enhancement #1:
New slide animations

Enhancement #2:
Highlight unanswered set of questions

Additional Design & Workflow Customization for Digital Intercepts (Touchpoint)

What we heard

Limited design and brand options that align with customer's brand when creating digital intercept (Touchpoint) activities.

How you benefit

➔ Ensure brand consistency across all touchpoints by tailoring to the look and feel of your brand
➔ Build trust and credibility, increasing participant engagement and response rates with recognized brand identity

Limitations

➔ For reaction-type questions, the colour gradient for "Expressive" faces option is not customizable
➔ Auto-advance option available only for text/image single choice, reaction / numeric scale questions, blank screen (with text/ image)

What we built

Design and workflow UI and UX enhancements to customize digital intercept activities include:

1. Add more expressive faces to reaction-type questions
2. Add an option to auto-advance to the next screen
3. Add logo element to reaction and numeric scale-type questions
4. Add rounded corner option for the "Next" button

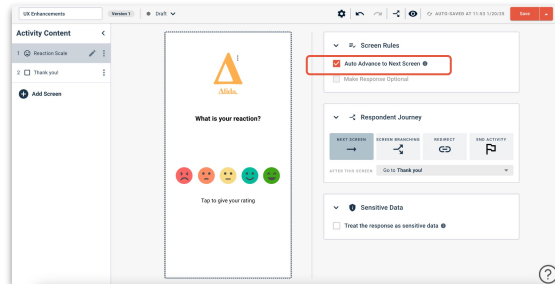Enhancement #1: Add more expressive faces to reaction-type questions
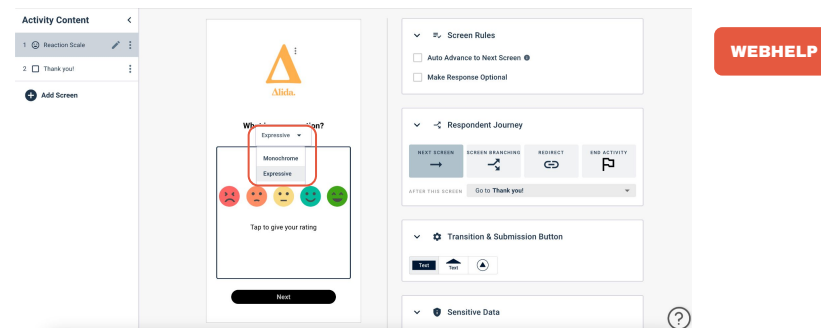
Additional Design & Workflow Customization for Digital Intercepts (Touchpoint)
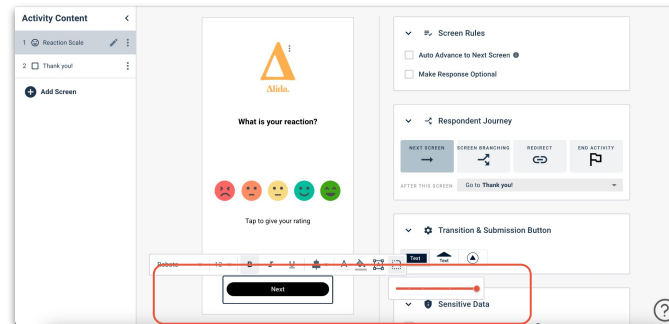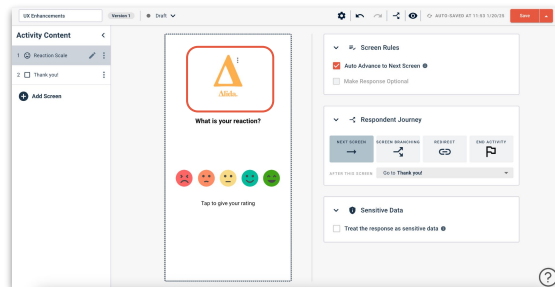
Enhancement #2: Add an option to auto-advance to the next screen

WEBHELP

Enhancement #4: Add rounded corner option for the "Next" button

WEBHELP

Enhancement #3: Add logo element to reaction and numeric scale-type questions

Platform

Simplifier la mise en place de votre SSO grâce à des mises à jour de l'interface utilisateur et du workflow.

Single Sign-On (SSO) Enhancements

What we heard

New SSO setup is difficult to navigate and often requires assistance from Alida.

How you benefit

➔ Simplify the new SSO setup page to accommodate requirements from various customers' SSO providers
➔ Updated UI will indicate:
  ◆ If SAML-only enabled flag on panel: some users are blocked for basic authentication
  ◆ If SAML-only enabled flag on user: some users are blocked for basic authentication

Limitations

➔ For SAML integration, reach out to your CSM for assistance
➔ Prior to enabling SAML-only SSO, customers who have set-up the new SSO will still have the option to log in through SSO or basic authentication logins
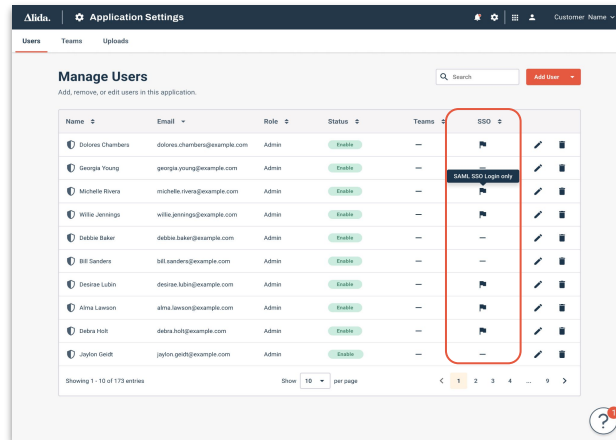
What we built

UI enhancements for the new SSO setup:

1. Add SAML-only SSO flag (must have new SSO set-up)
2. Add dropdown menu for different SSO provider selection in set-up page

For more information on both of these enhancements, see the documentation for your SSO provider: Azure, Okta, or OneLogin.

Enhancement #1: Add SAML-only SSO flag (must have new SSO set-up)

Note: Basic authentication requires users to log in by providing their username and password.
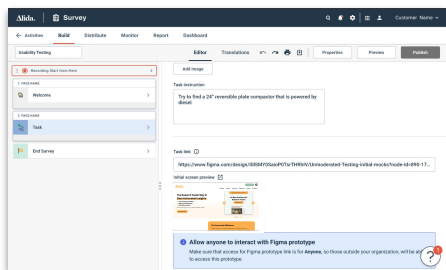
03

Bientôt disponible

Enregistrement d'écran non-modéré pour vos test UX

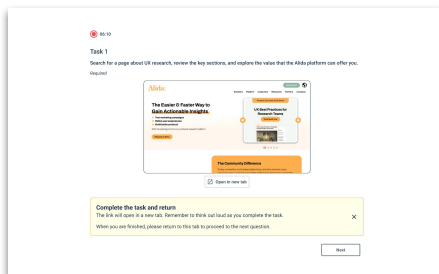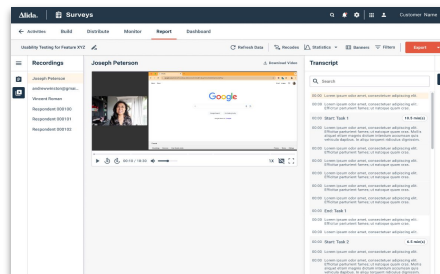Testez et validez vos prototypes avec vos clients, à chaque étape du processus de conception.
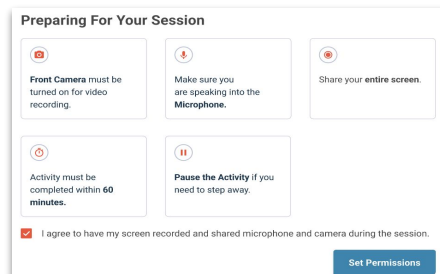
NEW

Création Intuitive

Mode de réponse intégrée et fluide

Un reporting simple d'utilisation

Sécurité de niveau entreprise

Vous permettre de créer des tests utilisateurs rapidement, sans expertise technique en utilisant vos maquettes et sites beta

Un workflow répondant simple et clair

Un reporting qui permet d'identifier les moments clés et interpréter facilement les résultats

Garantir la sécurité des données et la protection de la vie privée des utilisateurs tout au long du processus de test.

L'enregistrement d'écran sera disponible en mars 2025. Contactez votre CSM ou assist.france@alida.com pour plus de détails ou pour organiser une démonstration à l'avance.

Q&A

04

Les événements Alida à venir

*User Group Clients - 6 mars à Paris
Une matinée de partage en français et en présentiel pour partager les bonnes pratiques et échanger entre clients.

*Webinar Power Up - Avril, date TBC
Optimiser l'utilisation de vos hubs pour bénéficier d'un engagement maximal

Merci