



Alida Named a Visionary in 2021 Gartner® Magic Quadrant™ for Voice of the Customer Solutions

The Gartner evaluation recognizes Alida for its vision and execution

TORONTO — December 2, 2021 — Alida, a leader in Total Experience Management (TXM), today announced it has been named a Visionary in the 2021 Gartner Magic Quadrant for Voice of the Customer Solutions. Gartner recognized Alida as one of the 14 global providers for Voice of the Customer (VoC) solutions. The evaluation was based on specific criteria that analyzed the company's overall completeness of vision and ability to execute.

“To be recognized in the Gartner Magic Quadrant for VoC for the second year in a row is an honor for Alida. We believe the momentum we've gained since the last report reflects our movement to the visionary quadrant and ability to provide a total experience for our customers,” says Ross Wainwright, Alida CEO. “It's imperative today for organizations to be able to collect and action customer feedback with speed and agility. It's our great privilege to be included as one of the providers who can support businesses with this critical priority. This recognition showcases the huge strides we've made with our aggressive innovation agenda over the past two years and our vision for the future.”

Gartner defines a voice of the customer (VoC) application as one that integrates feedback collection, analysis and action into a single interconnected platform that helps understand and improve the customer experience. Sources of feedback extend beyond direct surveying to include other, more indirect and inferred sources. Magic Quadrant reports are a culmination of rigorous, fact-based research in specific markets, providing a wide-angle view of the relative positions of the providers in markets where growth is high and provider differentiation is distinct. Providers are positioned into four quadrants: Leaders, Challengers, Visionaries, and Niche Players. Alida's placement as a Visionary recognizes the company for its clear vision and ability to execute.

“Alida has made massive investments in R&D and value engineering over the past year and it is exciting to see the results,” says Riaz Raihan, Alida's President of Products & Engineering. “The Alida TXM platform combines a powerful and feature-rich set of solutions to collect, unlock, and act on customer and employee insights. We're thrilled to provide our clients with the ability to listen to their customers, act on their needs, and create meaningful and long-lasting relationships.”

Learn more about Alida's recognition by downloading a complimentary copy of the 2021 Gartner Magic Quadrant for Voice of the Customer Solutions, [here](#).

Gartner Disclaimer

Gartner, Magic Quadrant for Voice of the Customer, 29 November 2021, Jim Davies | Ed Thompson

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About Alida

Alida believes in a world where customers are the ultimate source of truth. A world where the best business decisions are those made with customers, not for them. Alida created Alida TXM (Total Experience Management) to fuse the voice of customers and employees with the ability to innovate and deliver extraordinary customer, employee, product, and brand experiences. Iconic brands like Twitter, Toyota, and J. Crew choose Alida, formerly Vision Critical, to build stronger brands, happier workplaces, winning product portfolios, and lasting customer relationships.

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