



## What is Lucidya

LUCIDYA is the leading platform for Customer Experience management in the Arab World. With unique AI and NLU capabilities, our CXM Platform is designed to give brands the power to deliver game-changing customer experiences, anywhere in the region.

## Why Leading Brands Using Lucidya

**We increase your revenue**

- Improve customer retention
- Improve customer acquisition

**We reduce your cost**

- Lower customer acquisition cost (CAC)
- Lower the manpower need
- Avoid PR crisis

**207%** Increase in social reach

**238%** Improvement in positive sentiment around brand

**900%** Improvement in response to questions rate

## Why Leading Brands Using Lucidya

- Best AI For Arabic Language In The World
- Data Regulations Compliance
- Local Training And Support
- All In One Solution

## Use Cases

Customer Care

Market Research

Brand Management

Marketing Optimization

## Our Products

### Social Listening

Lucidya Social Listening gathers and analyzes data related to your brand, customers, and competitors across multiple social media platforms.

### Engagement

Our engagement product uses innovative AI to optimize your customer service responses in terms of speed, accuracy, and empathy, while keeping your CS agents motivated with a built-in gamification system and rewards.

### OmniChannel

Lucidya Omnichannel gathers and analyzes customer data across all of your owned channels, including direct messages to your social media accounts, instant chats (WhatsApp Business + Intercom), emails, ratings, reviews (Google My Business), and calls.

### Survey

Uncover unconventional insights about your customers through comprehensive multi-question surveys, and extract a complete picture of your customer's experience with your brand.

### CDP

Manage your customer data from various sources to create personalized profiles. All insights you want to enhance customer interactions, optimize marketing strategies, and improve overall customer experiences in one place.

### Discover our Add-ons

#### Luci

The one and only virtual analyst who will give you the power to talk to your data in simple terms, using your language. which integrates Lucidya's capabilities with the power of AI, enables you to summarize millions of posts and suggest personalized solutions tailored to your brand.

#### AI Agent

A virtual assistant that acts as a customer service agent, responding to customer inquiries using generative AI in various languages based on the brand's policies, information, and tone.

#### Call Analysis

Gain insights from analyzing hundreds of voice calls between customers and your call center. Understand sentiment analysis, topics, and themes, and measure satisfaction rates with the same accuracy level as text analysis in Lucidya.

