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Game-changing experience management software

Alterna CX simplifies and analyzes complex CX signals from various sources, including surveys, texts, complaints, social conversations, and other interactions.

Request a Demo









oCX Score 🗸



















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Decreased complaints by 20%

Increased NPS by 18 points

Saved 200+ hours of manual analysis

AI-Based Customer Experience

We offer AI based customer experience analytics to transform feedback into revenue, loyalty and product adoption. Our solutions deliver tangible ROI swiftly without involvement from technical teams.



Use 85+ ready data sources for unified Voice of Customer insights



Measure customer experience analytics directly via oCX, no surveys needed



Go beyond sentiment analysis with emotion analytics and trends



Identify drivers affecting KPI's like NPS, CSAT and retention, churn



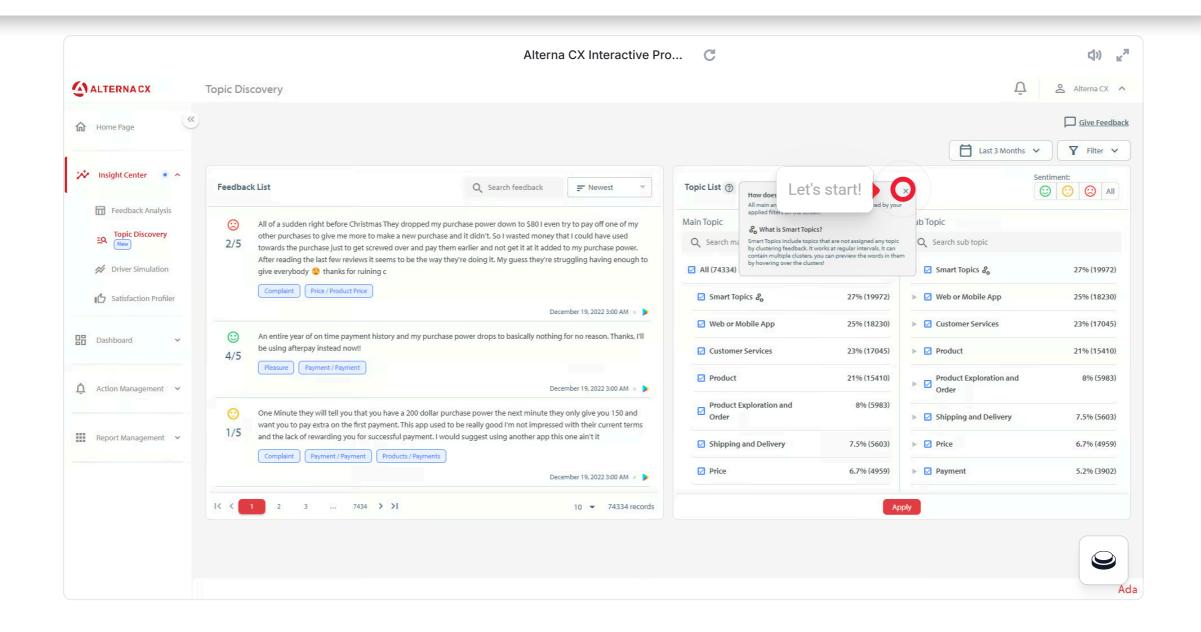
Share insights with your teams through ready workflows to turn things around

Explore Our Product









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- oCX, or "Observational Experience," is a unique metric that assesses the quality of a company's customer experience without relying on traditional surveys.
- This metric is powered by AI technology that analyzes individual customer opinions expressed in unsolicited text comments on social media, review sites, and other online platforms.

Top Online Food Delivery Brands Report

- Al based analysis of 350,000 customer reviews in 2023 of top 80 brands in the world including DoorDash, Uber Eats, Just Eat and Grab
- Introduction of oCX: Observational Customer Experience score - an objective metric to quantify customer reviews
- Cultural and local trends in food delivery experiences in North America, Europe, and Asia



Neobanks oCX Report February 2025

- Al-driven analysis of 130,000+ customer reviews from 2024, covering 40+ leading US neobanks like Chime, Revolut, and Wise.
- Biggest Challenges for Neobanks
- oCX Leaderboard of top 30 Neobanks
- Top-performing neobanks vs. traditional banks
- See which brands lead in CX and where digital banks must improve.

Get a Personalized Demo with Your Data!

Join category-leading companies and start driving growth, reducing churn, and building loyalty with Alterna's AI technology!

Get a Personalized Demo



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Voice of Employee **Customer Stories**

Integrations Sentiment Analysis

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