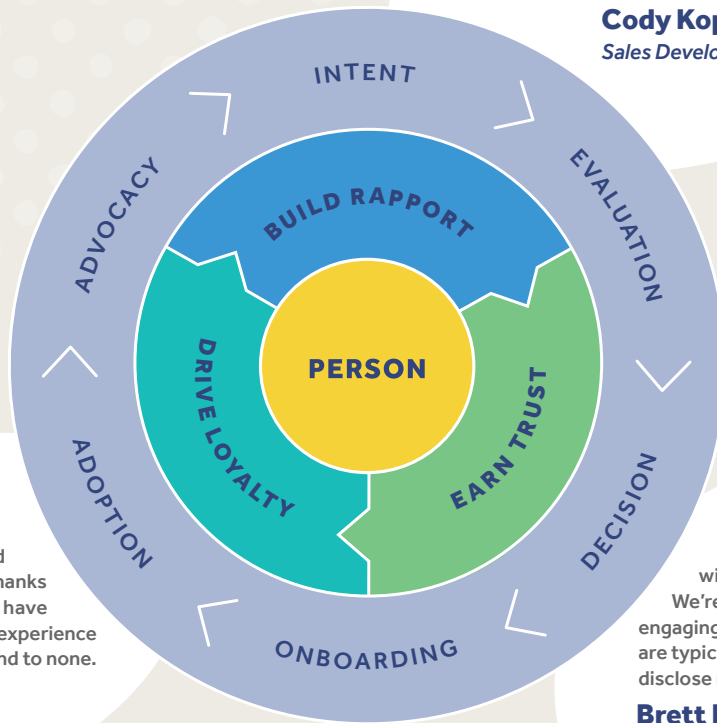# Stop sending. Start bonding.

Alyce helps create personal bonds with your prospects, customers, and partners through one-to-one gifting. Sales and marketing teams use us to build rapport, earn trust and drive loyalty throughout the customer lifecycle.

alyce

Always Be Personal

> With Alyce we're able to create softer intros and build immediate rapport. Once people have accepted a gift, they're much more open to a conversation.
>
> **Cody Kopf**
> *Sales Development*, Adobe

> We use Alyce to target both new customers who are cold and as a method of saying thanks to existing customers who have done business with us. The experience a customer receives is second to none.
>
> **Wes Talbert**
> *Global Account Manager*
> NetApp

> Alyce is perfect for all stages and levels of a conversation with any employee in the org. We're able to generate better, more engaging conversations, and customers are typically happier to talk to us and disclose more information.
>
> **Brett Purtell**
> *Sales Development Specialist*
> Nutanix

Old Way vs. New Way

Solves a logistics problem
Solves a business problem

Self-serving
Recipient-first (relatable, relevant, respectful)

Quantity at scale
Quality at scale

Wasteful
Efficient/sustainable

Tactic to create attention
Approach to create action

Campaign-driven, episodic
Part of the daily workflow

Limited visibility into impact
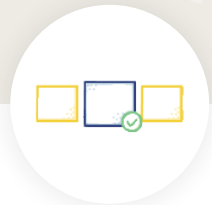**Phygital!!! (bridge online and offline)**

How Alyce Works

Get to know prospects

Alyce AI uncovers personal interests to build rapport

Then suggests personal gifts from a curated marketplace

Save your team hours researching and fulfilling

Invite them to engage

Select a digital or physical invitation to send them

Add a personal note to appeal to their #5to9 interests

Recipients are directed to a branded landing page

Give the Power of Choice

There they can accept, exchange, or donate the gift

Being respectful of the buyer surprises and delights

A unique gifting code lets you track their behavior

Drive action

Require recipients to take action before accepting a gift

Direct recipients to relevant next steps in the relationship

Real-time notifications help with fast personal follow-up

Measure & track

Measure the views, accepts, and meetings booked

Measure conversion and pipeline impact of each gift

Learn & optimize to accelerate pipeline and ROI