SPARQ

Bring customer insights into your strategic decisions

VISIONCRITICAL®

Sparq brings together thousands of your customers in a secure, highly interactive community – allowing you to engage at scale with the right people at the right time to gain insights needed to make key decisions with confidence. By injecting ongoing, real-time customer feedback into the heart of your business, you can accelerate strategic decision making, validate your brand and marketing plans, and develop the new services and products your customers want.

Surveys

Learn from the right customers at the right time

- Deliver interactive surveys, available on any device and in multiple languages, easily tailored for your brand
- Use the intuitive drag and drop interface with an extensive range of question types and survey features
- Leverage advanced methodologies and capabilities within platform or via best of breed partner integration
- Adapt engaging surveys for your customers based on what they've already told you in the past
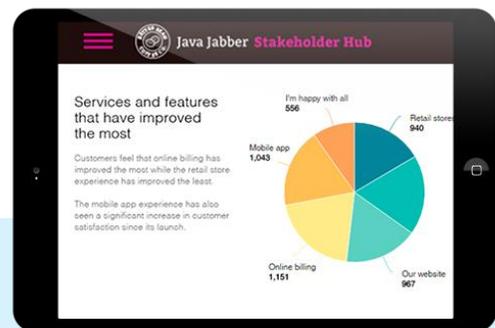
Discussion Forums

Enrich understanding through conversation

- Capture real-time customer feedback in their own words
- Enable interactive, social engagement between customer members to generate richer insights
- Empower internal stakeholders to easily monitor and participate in the discussion

Relationship Memory™

Develop rich profiles & deep segmentation

- Build and enrich customer profiles with demographic, interest and motive data over time with each community interaction.
- Answer new questions and predict customer behavior based on prior interactions and data from other sources.
- Personalize community activities based on sub-segments of your member community.

Shared Value

Having data is the first step - but sharing the right data at the right time to the right audience is what makes it actionable. Sparq Member Hubs and Stakeholder Hubs expose insights and stimulate collaboration.

Member Hub

Drive stronger customer engagement and collaboration

- Tag & share exclusive content with customers
- Engage members socially - liking, commenting and sharing posts
- Track and measure engagement at the member level
- Build drag & drop newsletters to share with members

Stakeholder Hub

Embed customer insights in every part of the business

- Share news & insights with stakeholders to keep them informed – and help them make data-driven decisions
- Distribute learnings in a private & secure workspace
- Centralize insight, making it accessible at any time – from any device

Analysis & Reporting
Reveal customer patterns and trends

Advanced reporting and analysis capabilities reveal customer insights from new and existing data, often without having to ask your customers anything new.
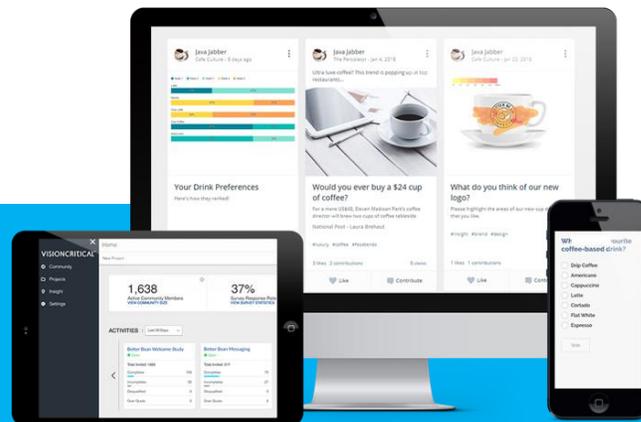
- Leverage intuitive analytics to measure member engagement.
- Identify unique strategies to motivate different segments of your customers to participate.
- Apply advanced tools (including text analytics, sentiment analysis and weighting) to get the critical insight you need for your defined segments.
- Easily analyze survey results by applying statistic and subgrouping filters.
- Use auto-tagging, text and sentiment analysis to harness the power of open-ended feedback.
- Create & share sophisticated reports with stakeholders, or export in various formats for in-depth analysis – in a matter of hours.

Integrations
Connect the dots

Every customer touchpoint can help with targeting, personalization and analysis, while deepening member profiles.

- Use open APIs and connectors to integrate Sparq with third party systems - augmenting customer data and extending functionality.
- Exchange information between your data sources and enable powerful, custom workflows.
- Set-up self-service integrations for managing, surveying and augmenting activity/member profiles with your other systems like Salesforce, Marketo, Hubspot and more.
- Integrate 3rd party research tools like SurveyGizmo to bring key insight back into the Sparq profile.

The Sparq Difference

Ongoing and iterative customer intelligence
Sparq offers customers the best source of continuously updated insights about customer preferences, priorities and buying behaviors so strategic business decisions can be made in an agile and informed way.

Exceptional support and guidance
Each Vision Critical customer is assigned a Customer Success Manager who provides guidance on best practices for recruitment and ongoing engagement – to help you maximize the value of the platform.

On-demand, trusted access
Sparq engages customers that opt-in to share their demographic data, personal preferences and opinions in a way that complies with even the strictest privacy legislation.

Speed without sacrificing reliability
The continuous, bi-directional sharing of feedback generates customer loyalty while informing your business decisions in real-time with reliable, first-party data.

See our platform in action
www.visioncritical.com/sparqdemo