

SPARQ

Community Jump Start

VISIONCRITICAL®

Jump directly to powerful customer insights with on-site expertise from Vision Critical. Accelerate your time-to-value by dedicating one week with an insight community consultant who will work with you to complete the core elements of your community's configuration. Learn about insight community theory, planning, design and execution best practices alongside your internal team.



Get Started Quickly

Vision Critical makes it easy, low-cost, and low-risk to build your first customer community so you can rapidly gain vital customer insights to inform strategic business decisions.

Community Jump Start

- Complete over 15 hours of personalized hands-on Sparq training
- Learn how to build an insight roadmap in collaboration with your stakeholders
- Develop your recruitment plan and your first recruitment survey
- Learn how to complete theming of your community
- Design and author your first internal stakeholder community activity
- Author your first hub post

Theory & Value

Learn the basics from the pros

- Value of an Insight Community
- Member Engagement Strategy
- Recruitment Best Practices
- Understanding Profiling Variables
- Building Your Insight Plan

Plan & Design

Set yourself up for success across your org

- Collaborating with Stakeholders to Build Your Insights Roadmap
- Community Launch Team Overview
- Creating Member Personas
- Recruitment Planning
- Member Engagement Planning
- Member Hub Components

Use & Execute

Gain practical knowledge & experience

- Introduction to Survey Authoring and Deployment
- Creating and Moderating Forums
- Monitoring Community Health and Creating an Engaging Member Experience

Hands-On Tasks

Take action to get value right away

- Execute Core Configuration Tasks
- Add Community Theming
- Customize the Recruitment Experience
- Create your first Member Hub posts

Already a customer? Contact Professional Services at projects@visioncritical.com

Want to learn more about Sparq? Request a live demo at visioncritical.com