

SPARQ

Research Project Management

VISIONCRITICAL®

Lean on Vision Critical's Research Services team to lead your next community activity



Experienced Researchers

Vision Critical's Research Services team is staffed with experienced community researchers who can help you overcome short-term resourcing constraints to ensure your insight community continues to deliver maximum ROI.

Best Practice Showcase

All activities showcase insight community best practices, because we believe the insight process is part of the relationship experience.

- Conversational tone
- No memory or math tests
- Pre-identified share back content

Comprehensive service includes:

- Inquiry regarding external data within organization that addresses goals
- Content curation to determine information already known from members on topic
- Activity design focused on filling data gaps
- Activity programming and deployment
- Monitoring/moderation during data collection
- Analysis in PowerPoint
- Member share back content creation

Activity Catalog

- Sparq quantitative surveys
 - Mini: <6 questions
 - Standard: <16 questions
 - Large: <26 questions
- Sparq qualitative discussion
 - 3-4 business days; 9 posts
- Sparq engagement activity
 - <6 questions
- Survey Gizmo MaxDiff or Conjoint project*
- Activity with partner platforms (Remesh, Living Lens, etc.)*
- Custom engagements/consultation

** Requires partner platform license*

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

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