

SPARQ

Research Services

VISIONCRITICAL®

Leverage Vision Critical's community research expertise to bolster your insight program.



Experienced Researchers

Vision Critical's Research Services team is staffed with experienced community researchers who can help you lay the foundation for success or overcome short-term resourcing constraints to ensure your insight community delivers maximum ROI.

Best Practice Showcase

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

Insight Community Activities

Lean on our team to design, implement, and analyze your next:

- Sparq quantitative survey
- Sparq qualitative discussion
- Sparq engagement activity
- Survey Gizmo MaxDiff or Conjoint project*
- Activity with partner platforms (Remesh, Living Lens, etc.)*

Insight Roadmap

Get targeted expertise to build an effective insight community research and engagement program

Receive a customized six month plan for activities that answer strategic business objectives and keep member engaged

Insight Streams

Set up for success with a customized insight program that anticipates organizational needs

Receive a customized six month plan for activities that answer strategic business objectives and keep member engaged, *along with* six programmed activities

Bridging Services

Maintain your momentum following setup or through organizational change

Receive additional support and implementation for three months to ensure organizational success of the platform

Personalized Consultation

Solicit advice from community research experts

Get one-on-one coaching or advice for any step in the research process—methodology, survey design, analysis, etc.

** 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