

# Accelerating time to value: Your first 90 days

## Strategic wins in 90 days

01

### Build a business scorecard

For every team, demonstrating business impact is a number one priority for growth.

- Prioritise research projects that directly impact KPIs and share back the value of your insights in informing those decisions
- Build your influence across teams. Use the community as an avenue to bring cross-functionality to life

02

### Storytell with insight

Stakeholders want to know what insight means for them. Learn how to engage your audience by speaking their language and demonstrating the value of your findings in compelling ways.



People don't remember 30-slide decks - but they do remember stories. With every project we conduct, I ensure it solves a challenge faced by the stakeholder so I can share insight that matters to them.

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National Sales Research Manager  
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03

### Showcase speed and cost savings

- Create agile insight in days to get quick topline insight to your stakeholders and execs, through stakeholder hubs
- Showcase speed to delivery, from ideation to execution, when compared to traditional methods
- Measure cost savings when compared to traditional methods

04

### Become the Voice of the Customer

Executives want to be close to the customer. With an insight community, you now have the most powerful direct line into the customers, at scale.

- Run quarterly reviews and teach the business something they don't know about your customers
- Create a channel (Slack, inbox, VoC monthly meeting) for customer feedback directly to execs and keep them close to your customers
- Host monthly stakeholder workshops to ensure your wider team have a continuous pulse into the community

05

### Pay off your investment in 90 days

- Plan against your investment to boost your research activities, engage member groups multiple times, to share back the return on investment



carsales ran 11 research projects in three months across eight teams, which quantified their investment to internal stakeholders. If the same projects had been run within the same time frame by traditional methods, carsales would have spent the total of an annual community subscription.

700+ of the world's top brands  
build customer relationships  
using Vision Critical



# Best practices to kickstart your community

## Recruitment

### Think beyond your customer email list

- Where does customer data exist within your organisation? Expand your recruitment strategy to include customer data from your CRM, partners, loyalty programs and other departments. Talk to your CSM about our handy Email List Health Checklist

### Setup ongoing recruitment sources, and engage your marketing team

- Create ongoing organic growth. Ideas: website pop-up, marketing nurtures, social media
- Learn practices from your marketing team about engagement, A/B testing, segmentation, messaging and apply them to recruit

## UX testing

### Deep-dive into the customer journey

- Learn firsthand how your customers use your platform day-to-day

### Think beyond design principles

- Understand feature use directly with customer feedback

### Make iterative adjustments over time

- Continue to test, learn and refine the digital user experience by going back to customer groups overtime to understand how their expectations evolve

## Product testing

### Uncover market potential

- Engage hard-to-reach markets via your community and understand how they use your product/service

### Involve the customer throughout the development cycle

- Engage community members across multiple touchpoints throughout product development

## Campaign testing

### Deep-dive into customer segments

- Understand authentic pains of specific customer groups by engaging them overtime

### Test-learn-refine

- Identify the customers that understand your vision and purpose. Engage the same members overtime to continuously develop and refine marketing campaigns