SPARQ

Bring customer insights into your strategic decisions

VISIONCRITICAL®

Sparq is a customer insights platform that enables a consistent flow of rich customer feedback. This relationship-based approach progressively profiles customers at every interaction to produce rich customer insights. Customer attributes like motivation, preferences, and beliefs are uncovered and translated into actionable data points. Deeper insights deliver value and improve customer acquisition, retention, and customer satisfaction.

Progressive Profiling
Develop rich profiles and deep segmentation

- Build and enrich customer profiles with demographic, interest, and motive data over time

- Predict customer behavior based on prior interactions and data from other sources

- Personalize insight community activities based on sub-segments of your members
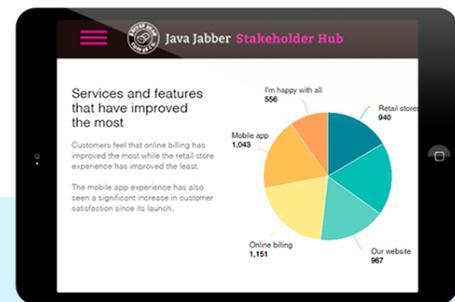
Surveys
Learn from the right customers at the right time

- Deliver interactive surveys on any device and in multiple languages

- Shorten the time to insight by using our activity templates or by customizing and building your brand's own personal and shareable template library

- Leverage advanced methodologies and capabilities within our Sparq platform or via best of breed partner integrations

Forums
Enrich understanding through conversation

- Capture real-time qualitative feedback

- Enable interactive social engagement between customer members to generate richer insights

- Empower internal stakeholders to easily monitor and participate in the discussion

Actionable Data
With Sparq Member Hubs and Stakeholder Hubs share the right data at the right time to the right audience to expose insights and stimulate collaboration.

Member Hub
Drive stronger customer engagement and collaboration

Tag and share exclusive content and newsletters with members

- Use Quick Polls to engage members with short and compelling activities

- Engage members socially - liking, commenting, and sharing

- Track and measure engagement at the member level

Stakeholder Hub
Embed customer insights in every part of the business

- Share news and insights with stakeholders help them. make data-driven customer-centric decisions

- Distribute learnings in a private and secure workspace

- Centralize insight, making it easily accessible at any time from any device

Integrations

Connect the dots

Exchange information between your data sources and enable powerful, custom workflows to better target and understand your customers.
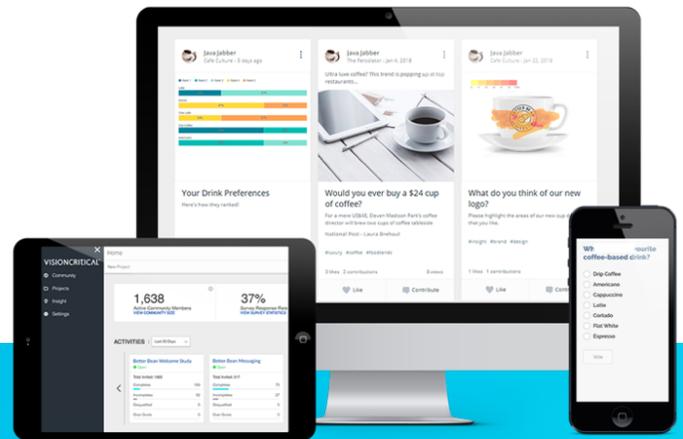
- Use high-performance open APIs and connectors to integrate Sparq with systems of record like a DMP, CDP, CRM or others to augment customer data and extend functionality

- Set-up self-service integrations from our App Center for managing, surveying and augmenting activities/member profiles with your other systems like Salesforce, Marketo, Hubspot and more

- Integrate 3rd party research tools to bring key insight back into Sparq

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.

- Apply advanced tools (including text and sentiment analysis and weighting) for critical insight on customer segments

- Create and share reports or export in various formats for fast, in-depth analysis

- Identify unique strategies to motivate different segments of your customers to participate

The SPARQ Difference

Progressive profiling delivers customer insights that can't be obtained anywhere else

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

To maximize the value Sparq delivers, each Sparq customer is assigned a Customer Success Manager who provides guidance on best practices for recruitment
and engagement developed over almost 20 years in the customer insights business.

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 like GDPR. A cloud-based, SaaS platform with role-based permissions designed to protect PII and strong security controls, Sparq is enterprise-grade.

Sparq integrations make it easy to share and augment customer data

Our App Center makes it easy to find existing partner integrations to enhance your use of Sparq. Additionally, the Sparq platform offers APIs that allow you to share Sparq data across other customer data applications and enhance Sparq with other known customer data sources.

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