

# Touchpoint

*Connect and engage with hard to reach customers*

VISIONCRITICAL®

Touchpoint is a cloud-based application that enables brands to create quick and engaging feedback interactions with their customers, including those who may be reluctant to respond to traditional survey methods. With Touchpoint, brands can connect with these individuals to easily collect feedback through social and other online sites where they spend their time. For organizations already using the Sparq digital insight community platform, Touchpoint extends its deep functionality to support recruitment and collect actionable customer insights.

## Easy Engagement

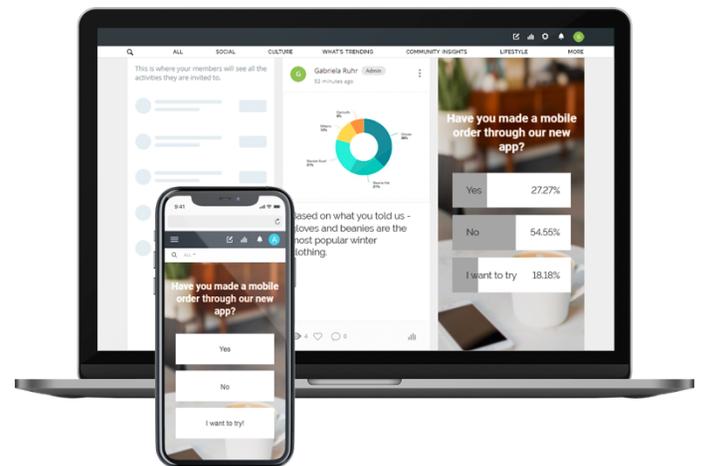
### Connect with customers on their turf

- Extend reach to customers traditionally difficult to connect with, such as millennial males or Gen Zs, by placing activities on social or other online sites where they spend their time
- Make collecting feedback easy with quick, short and fun activities that individuals reluctant to engage via lengthy surveys will enjoy
- Engage with flexible and creative activities designed for mobile and share instant results to keep respondents interested and engaged

## Feedback Collection

### Collect broad feedback to augment deep insights

- Gain insight through quick hits of feedback designed to fill gaps in existing customer data such as preference, and even collect feedback on A/B tests and product development concepts
- Learn from customers and broader audiences where and when they feel comfortable sharing by making feedback collection swift and easy
- Use social site activity placement to increase odds of engagement and collect feedback on topics the audience and brand care about



## Insight Community Recruit

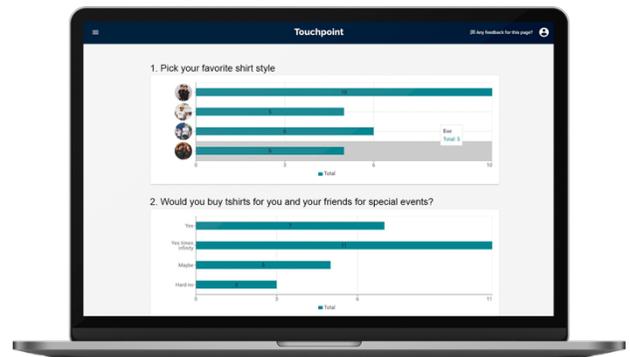
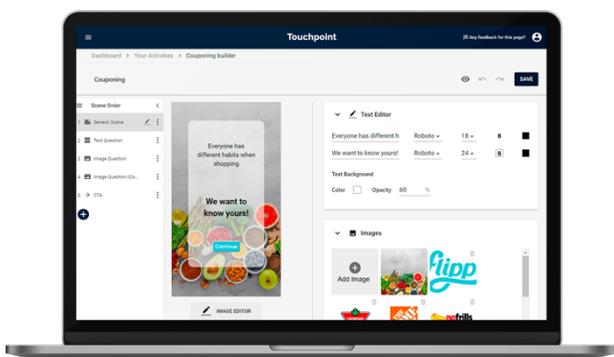
### Invite and recruit hard-to-reach customer segments

- Recruit customers traditionally reluctant to join digital insight communities through typical recruitment methods requiring completion of long surveys
- Realize a higher quality of recruitment by targeting existing customers who will be stickier and more engaged than those joining an insight community through external recruits
- Easily embed CTAs in activities such as digital insight community recruitment, newsletter sign-up, and email collection for other marketing and lead generation initiatives

## Activity Builder

Build powerful and compelling activities with ease

- Utilize the easy and intuitive activity builder to quickly design creative activities
- Re-use existing marketing and design assets in a new way to create compelling on-brand activities without lengthy design and approval cycles
- Vary the activity types using both image and text-based questions to keep activities fun and engaging while designing to optimize answer rates



## Activity Analysis

Powerful built-in analysis capabilities provide instant insight

- Make informed business decisions based on intuitive activity response breakdown
- Analyze results in a real-time dashboard including total views, completions, partial completes, completed call to actions (CTAs) and email addresses collected
- View activity results over time to understand when and where activity completions are highest

## The Touchpoint Difference

### Reach existing customers and broader audiences that resist traditional methods of engagement

Unlike many traditional methods of customer engagement, Touchpoint provides brands with a new and powerful way to collect information from Sparq insight community members as well as from broader customer bases and external markets who prefer a gamified experience.

### Fill in customer insight gaps with quick hits of feedback

Use feedback collected via Touchpoint to augment existing customer data and insights. Data collected through Touchpoint can be exported to inform and enhance existing customer insights such as those developed through Sparq insight communities.

### Tap into segments who typically resist traditional feedback modes

For individuals who are unlikely to respond to traditional engagement and recruitment methods, Touchpoint provides a fun way to attract new insight community members. By reaching these segments in the online environments they prefer and with mobile-friendly activities, brands can increase recruitment success.

### Create and administer activities using existing skills and resources

Designed for lightweight and intuitive administration, Touchpoint makes it easy for users to create fun, compelling activities that leverage existing skills and marketing and design assets, enabling the application to easily fit within the existing technology stack.