

SPARQ

Insight Value Workshop

VISIONCRITICAL®

Optimize your business outcomes with powerful customer insights and expertise from Vision Critical. This workshop with an insights expert will help you determine how to create the biggest impact in your business through the use of customer data, providing you with the priorities and plans you need to prepare for the first 90 days of your program.



Maximize the Impact of Customer Data

Vision Critical makes it easy, low-cost, and low-risk to determine the total business impact of informing your strategic business decisions with progressive profile data from your consenting customers.

Insights Value Workshop

- Work alongside customer data experts in an interactive workshop format
- Determine the business impact of customer insights on your business objectives
- Find ways to maximize return on investment for an insights program
- Build your 90-day insights plan
- Receive a personalized report

USD \$3,000, plus travel expenses

Establish Your Objectives

Identify opportunities to improve outcomes

- Reduced costs – access to premium customer data
- Increased order value - higher revenues
- Improved customer satisfaction and loyalty - decreased churn rates
- De-risked decision-making
- Improved marketing campaign metrics
- Accelerated innovation - more successful products to market faster

Evaluate Your Route to Value

Map desired outcomes to real ROI

- Determine which value drivers are relevant to your business
- Identify customer data required by your stakeholders to make effective decisions
- Evaluate methods to obtain required data against industry benchmarks for cost and effectiveness

Plan Your Customer Insights Program

Establish next steps to realize results

- Plot your 90-day insights roadmap to acquire, distribute and realize value from customer insights
- Determine resource requirements and solve for resourcing an insights program

Learn more at [visioncritical.com/services](https://www.visioncritical.com/services)