

# VC Resources Overview



## Customer Success

Your dedicated team, committed to helping you maximize your investment in Sparq



### Education

Ramp up with guided e-learning and instructor-led experiences for Vision Critical customers and partners



### Community

Join the Vision Critical customer community to engage with our teams and learn how other customers have achieved success using Sparq



### Support

Get the support you need when you need it from Vision Critical's technical experts via email, phone and live chat



### Services

Work with our experienced research and technical consultants to master community design, management, integrations and more

# Support

Globally-scaled, on-demand support to ensure that your current needs are being managed and your strategic growth opportunities can be met



## Technical Support

- Available 8AM – 6 PM local time - live phone support by deeply knowledgeable staff
- Supplemental chat and e-mail channel support

## Member Support

- Unlimited e-mail member support as required
- Frequently Asked Questions answered in 19 languages
- Standard 24 hour response SLA (excluding weekends and statutory holidays)

# VCA Curriculum

Unlimited access to core Sparq education courses – at no additional cost

Consistent roll-out of fresh, new content with new thinking and learnings

Long-term, deeply knowledgeable instructors teaching proven methods

Easily repeat classes or send new staff members for training

Get certified as a VC Administrator

Theory and Value	Design and Prepare	Use and Execute
<ul style="list-style-type: none"><li>• The Value of an Insight Community</li><li>• Your Member Engagement Strategy</li><li>• Best Practices for Member Recruitment</li><li>• Planning for Member Engagement</li><li>• The Role of the Community Manager</li><li>• The Theory of Relationship Memory</li><li>• Building Your Insight Plan</li></ul>	<ul style="list-style-type: none"><li>• Working with Business Stakeholders</li><li>• The Community Launch Team</li><li>• Creating Member Personas</li><li>• Recruitment Survey and First Member Touchpoints</li></ul>	<ul style="list-style-type: none"><li>• Using Sparq to Fulfill an Insight Request</li><li>• Introduction to Creating Surveys</li><li>• Expanding Your Survey Creation Skillset</li><li>• Targeting Activities to Members</li><li>• Analyzing Data and Sharing Insights</li><li>• Forums</li><li>• Monitoring Community Health</li><li>• Managing the Customer Experience</li></ul>



# Sparq Next

## Our Insight and Innovation Community

See our technology and best practices in action as a member of this community. Once you join, you'll get an insider's view to our innovation process and observe how your feedback impacts the products and services you use.

Sparq Next members have

- increased effectiveness of marketing campaigns
- guided planning for new product development
- pre-tested features before launch

Expect an invitation when you start working with your  
Customer Success team.





# Our Services

Vision Critical's Research and Technical Services team is staffed with experienced programmers, researchers, graphic designers, and project coordinators who can help you lay the foundation for success or overcome short-term resourcing issues to ensure your insight community delivers maximum ROI.

# 1

## RESEARCH EXPERTISE TO BOLSTER YOUR ENGAGEMENT LEVELS:

Leverage our team to design and implement your next:

- Sparq quantitative survey
- Sparq qualitative discussion
- Sparq engagement activity
- Survey Gizmo Max Diff or Conjoint project
- Activity utilizing other partner platforms

# 2

## RESEARCH EXPERTISE TO BOLSTER YOUR INSIGHT PROGRAM:

- **Insight roadmap:** get targeted expertise to build an effective insight community research and engagement program
- **Insight streams:** set up for success with a customized insight program that anticipates organizational needs
- **Bridging services:** maintain your momentum following setup or through organizational change
- **Consultation:** solicit 1on1 advice from VC's research experts

# 3

## TECHNICAL EXPERTISE TO BOOST YOUR CAPACITY:

Leverage our team to implement and deploy your next:

- Sparq or Survey Gizmo quantitative survey
- Sparq qualitative discussion
- Sparq engagement activity
- Creative refresh and rebrand
- Data consolidation
- **Project coordination:** deployment, reporting, data consolidation, recruitment survey changes & member restage, external recruitment...

# 4

## TECHNICAL EXPERTISE TO HELP ACHIEVE MORE COMPLEX GOALS QUICKLY:

- **Activity programming & scripting:** survey programming, deployment links and distribution logic, automated & manual testing, custom scripting...
- **Graphic design and member hub content:** community theming & brand revisions, survey theme changes, hub content curation and configuration...
- **Reporting & data analytics:** custom reports, data tabulation, response coding, respondent segmentation, imports & exports...
- **Consultation:** solicit 1on1 advice from VC's technical team