CUSTOMER CRUNCH

SPARCA™
ENTERPRISE

SPARCA ENTERPISE is the complete assessment solution for the information ecosystem.

How your organisation captures raw data, transforms it into insight, and activates intelligence will directly influence your future growth potential.

SPARCA™
ENTERPRISE

SPARCA ENTERPRISE is the complete package. It is a comprehensive combination of the Data Management, Analytical Maturity, and Insight Activation products, providing you with a 360° view of your customer information ecosystem.

Solution Features

- ✓ A qualitative review of organisational data flow, from initial data capture through to insight lead actions

- ✓ Acts as an internal management standard linked to your strategic priorities

- ✓ Examine internal sentiment analysis and gain insight into the team culture

- ✓ Key recommendations to accelerate change

- ✓ Create a common language across your information ecosystem

COMPREHENSIVE ASSESSMENT COMBINED WITH ACTIONABLE RECOMMENDATIONS

Dimensions and Insight Drivers present a point of collective assessment relating to a particular topic. Each receives a benchmarked score, contextual explanation, recommendations, and action steps designed explicitly to improve your result with your internal resources.

Example result for each Insight Driver

ALIGNED TO STRATEGY

PROJECT RESULT
23%
Undeveloped

BENCHMARK
47%

NET VARIANCE
-24

OUTCOME OF RESULT

Delving further into how information is leveraged to support commercial objectives, we look at the inclusion of performance metrics (KPI's, targets, or benchmarks), inferred results on strategy, and outcome projections.

Responses related to this observation provide a view that information is still too general, has no performance metrics included, and offers no tangible way to associate results with strategic objectives.

KEY RECOMMENDATION

Consider devising a new suite of performance assets aligned directly to the strategy programs set by the business.

KEY TACTICAL ACTIONS

Establish the top three commercial objectives and two critical success measures for each. Identify information necessary to contextualise the results.

Work with strategy owners to build new intelligence solutions that monitor each program anchored around each key measure.

# Automated data and analytics consultancy at speed

How it works: A set of questions on fundamental data capabilities are collected and consolidated into key Dimensions and Insight Drivers, providing you an actionable scorecard to monitor process gaps, tactical opportunities, and a set of actions to improve data enablement.
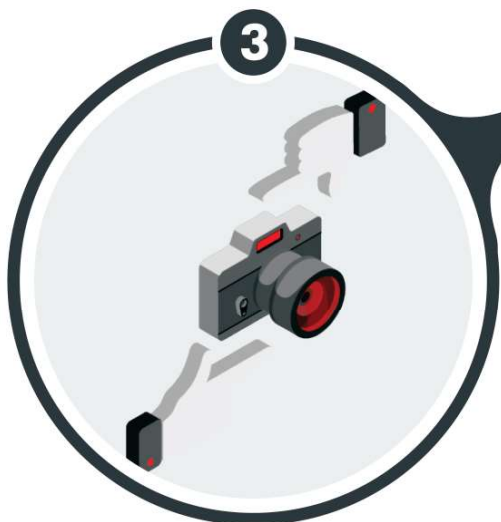
1
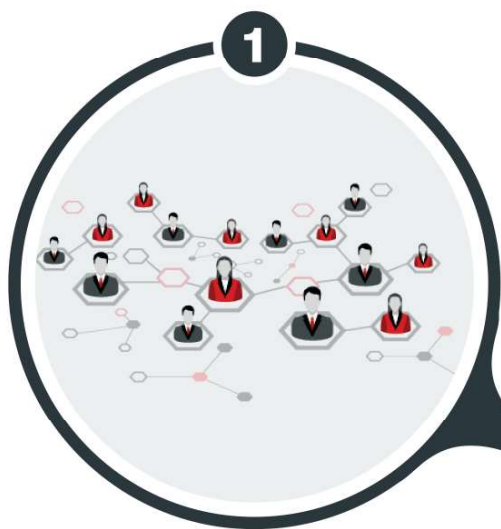
DEPLOY
5 Minutes

Deploy tailored assessment in minutes with 10 to 1,000 people.
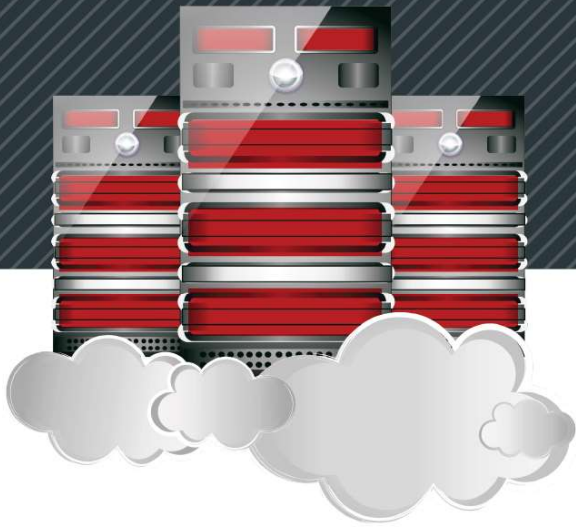
2
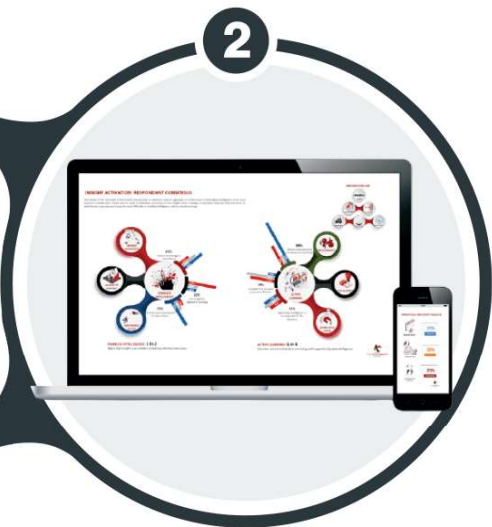
DISCOVER
24 Hours

Discover the makes and breaks with your actionable scorecard.

3

DECIDE
Instant

Make a choice on which recommendations are right for you.

SPARCA™ Data Management

How data is valued for analytical use.

STORED
Data Footprint & Potential

Depth & Breadth
Granularity & Frequency
Gaps & Perceived Value

PROCESSED
Proficiency to Structure

Master Data Management
Business Custodianship
Information Efficiency

STORED	PROCESSED
CUSTOMER / CONSUMER DATA	**TAXONOMY**
EXTERNAL DATA	**PROCESS EFFICIENCY**
CAPTURE OF DATA	**BUSINESS METRICS**
DEPTH & BREADTH	**FLOW OF DATA**
GRANULARITY & FREQUENCY	**TECHNICAL DATA GOVERNANCE**
DATA POTENTIAL	**COMMERCIAL DATA GOVERNANCE**
DATA QUALITY	**COMBINED DATA GOVERNANCE**
DATA COMMUNICATION	

SPARCA™ Analytical Maturity

How insights are generated from raw data

ASSESSED

Analytical Capability

Infrastructure Standards
Operational Efficiency
Technical Know-how

DEMAND Vs. SUPPLY	**INVESTMENT IN INSIGHT**
RESOURCE UTILISATION	**TECHNICAL KNOW-HOW**
ANALYTICAL INITIATIVE	**OPERATIONAL MATURITY**
SIMPLIFICATION	**COMPLETE INISIGHT CAPABILITY**

RELEASED

Capability in Information

Distribution & Interaction
Context & Usability
Stakeholder Engagement

WORKFLOW MANAGEMENT	**PARTNERING ON INSIGHTS**
COMMERCIAL UNDERSTANDING	**P-ZONE (PREDICTIVE & PRESCRIPTIVE)**
INSIGHT COMMUNICATION	**D-ZONE (DESCRIPTIVE & DIAGNOSTIC)**
COMPLETE INFORMATION ASSET	

SPARCA™ Insight Activation

How intelligence is leveraged for value

CONSUMED

Value in Informed Decisions

D-Zone Information Asset
Speed to Learn & Act
Consumer Interaction

CONNECTED TO INSIGHT	PLUG & PLAY
SPEED TO LEARN	REFINED KNOWLEDGE
ALIGNED TO STRATEGY	EMPOWERED TO ACT
ENABLED INTELLIGENCE	DIRECTED FOCUS

ACTIONED

Potential to Influence Outcome

P-Zone Information Usage
Measurement Standards
Test & Learn

CUSTOMER FOCUSED	ADVANCING INTELLIGENCE
INVESTMENT INTENTION	MEASUREMENT
TEST & LEARN	GENERATING VALUE
ACTIVE LEARNING	OPTIMISED OUTCOMES

DISCOVER WHICH SOLUTION WOULD WORK BEST FOR YOU

Reach out and contact a Customer Crunch representative to discuss your unique needs and further detail on each solution option.

CUSTOMER
CRUNCH

For more information on SPARCA™ Solutions.

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