



**CUSTOMER**  
— CRUNCH —



# **SPARCA<sup>TM</sup>** **INSIGHT ACTIVATION**

The SPARCA Insight Activation determines your operational efficiency to enable intelligence for tactical and strategic programs, leveraging insights to improve commercial outcomes.

[www.customercrunch.com](http://www.customercrunch.com)

# SPARCA<sup>TM</sup>

## INSIGHT ACTIVATION



The Insight Activation solution examines how users leverage analytic solutions to make informed decisions. Covering how data is contextualized, the efficiency in delivery, and driving measurable benefits.

### Solution Features

- ✓ Examine how information is communicated and leveraged for tactical and strategic programs
- ✓ Enable teams to feel confident in using verified and synthesised data to support the decision-making process
- ✓ Assessing and benchmarking your customer communication standards
- ✓ Qualify the value and return on insight investment
- ✓ Review how insight recommendations and actions are optimising commercial outcomes





# 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



## OUTCOME OF RESULT

The mechanisms of insight delivery are just as important as the message itself. Access to the latest insights, when needed, and contextualized to strategic goals relates to supporting efficient learning.

Based on feedback, your ability to leverage insights to learn at speed is undermined by poor delivery of substandard insights that are not meeting simple commercial needs.

## KEY RECOMMENDATION

The resulting insight is stale and not aligned with the needs of stakeholders.

Consider a complete refresh of the insights program focusing on data latency, completeness, and context.

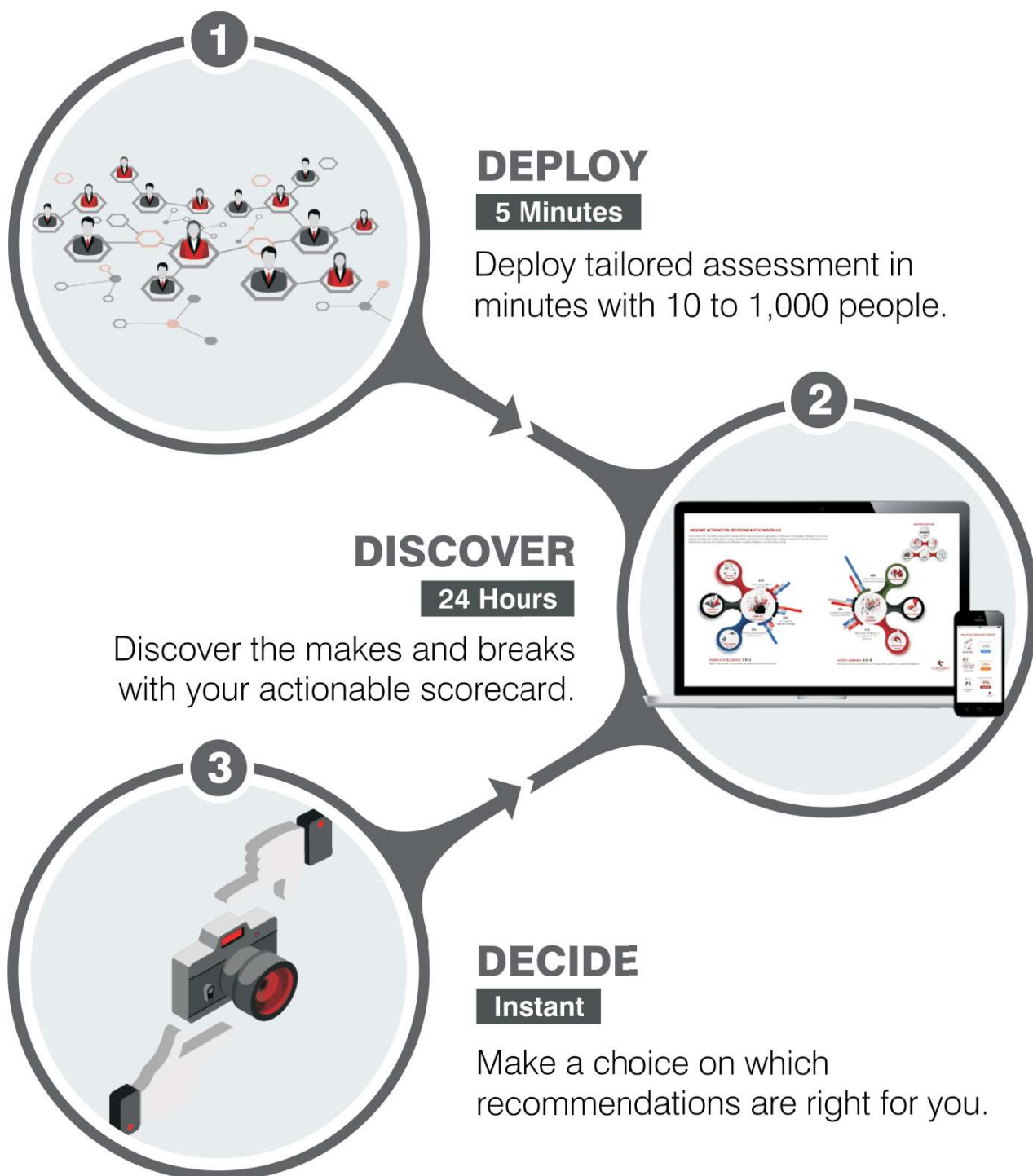
## KEY TACTICAL ACTIONS

Conduct a review of the pathway data takes till it is received by the stakeholder. From capture, analysis and deployment. Consider what could be done at each stage to improve delivery times.

Investigate the way in which stakeholders use insights and what measures are the most important. Establish a new set of insights that meet these needs.

# 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.





# SPARCA Insight Activation evaluates a key set of Dimensions and Insight Drivers



## 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



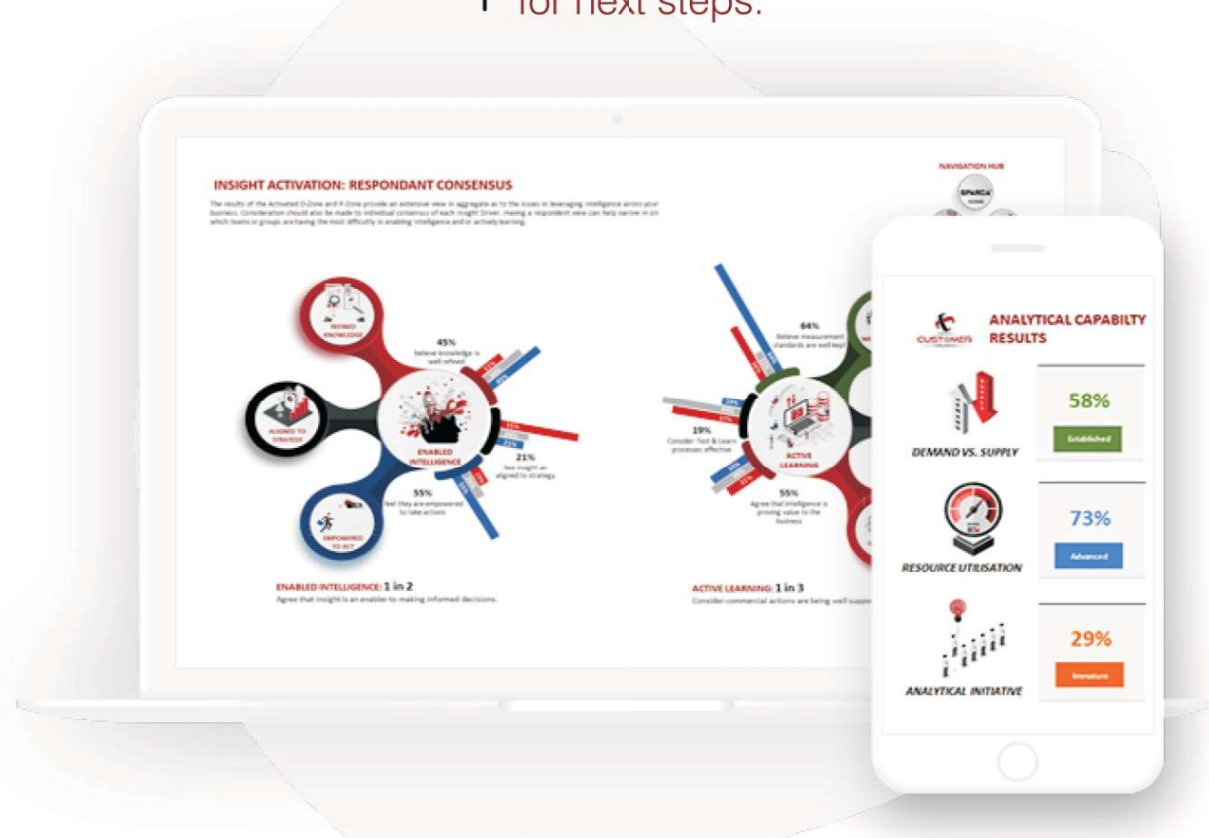
ACTIVE  
LEARNING



OPTIMISED  
OUTCOMES

## DISCOVER HOW INSIGHT CAN IMPROVE YOUR OPERATIONAL OUTCOMES

Results are presented in an interactive scorecard combined with visual representations, response sentiment, and recommendations for next steps.



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**For more information on  
SPARCA Insight Activation**

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