

Welcome!

From time to time, our Client Services Team will disseminate a useful tip that will include helpful information on how to maximize your organization's use of the system, utilize the training and support resources available, and provide pointers on surveying best practices.

As Valentine's Day strolls around the corner, let's focus on how (drum roll, please)...

We Love to Love You...

Building Relationships with Your Client Services Staff for Success

Q. Who is included in your Zarca Client Services staff?

A. Zarca, through its commitment to providing superior client service, has a key team of players specifically dedicated to your surveying success. This team includes:

- Technical Support Representatives
- Training Team
- Strategic Account Managers



Q. Who is Technical Support and how can I reach them?

A. Technical Support provides:

- Answers to basic "how-to" questions on system use
- Troubleshooting help when problems are encountered
- General advice on system use

To reach our Support line, call (703) 234-5523 or submit a support ticket through your account. (Log into your account and select the "Support" tab in the upper right corner.)

Q. Who is the Training Team?

A. The Training Team provides:

- Weekly training sessions regarding all aspects of the Zarca system
- Advanced training of premium features
- On-site training sessions

To register for training as a new user or for a refresher, go to:

<http://research.zarca.com/clients/ZarcaClients/survey.aspx?sid=25&lang=0>

Q. What is a Strategic Account Manager (SAM) and what can he/she do for me?

A. The SAM, assigned to your account, is responsible for ensuring that your organization maximizes its use of the system, launches the most effective survey initiatives, and providing overall research strategy to facilitate better decision-making at your organization.

Here are a few of the things your SAM can do for you:

- Provide strategy in the survey creation and distribution to increase responses rates
- Perform in-depth reviews of surveys before launch
- Introduce/teach the implementation of premium features
- Assist in understanding how to analyze survey results
- Provide thorough guidance and hand-holding in complex projects

Build a relationship with your SAM. The more SAMs know about your organization and its survey initiatives, the greater expertise, assistance, and overall guidance you will receive. EVERYONE WINS!

