

Impact Services Catalogue - Thrive Pro


Launch support

As you launch your new Thrive Platform, our team of experts will support you to understand the measures of success you're looking to achieve. We'll get hands-on in your project, enabling you to drive excitement and engagement and measure your impact.

- Workshop to understand measures of success and plan launch strategy
- Design support to take the pain out of branding and set up
- Planning and design of campaigns to drive your launch strategy
- Expert Data Analyst support to measure impact for the first month, including a launch dashboard

The details

Campaigns & creative support	Our design and marketing team will dedicate 4 hours to creating a library of assets for your platform. You'll have a selection of templates that can be customised with your brand colours and elements to make them unique to your company branding.
Launch video	A branded launch video which may include colour and storyboard edits to support with your platform launch.
1 Launch campaign banner	Campaign banner to support with platform launch.
1 Campaign banner template	A campaign banner template which can be edited and recreated for future campaigns
Custom content thumbnail	Three tiles aligned to content requirements (may include image, icon, design elements)
Content thumbnails template	A content tile template which can be edited and recreated for future content creation.
Custom explore images	Up to 16 explore images, to be used on level 1 explore page.

Explore image template	An explore tile template which can be edited and recreated for additional explore tiles across levels 1, 2, and 3.
Launch dashboard	<p>Support setting up Thrive Analyse dashboards for launch, including adoption, engagement, search and content analytics.</p> <p> Impact - What's included in the launch dashboard?</p>

Learning Projects

As an Impact Thrive Pro customer, you'll also get direct support from the Thrive team for learning initiatives at your organisation. Whether you're looking to increase performance or reduce costs, our team can provide you with guidance and support in shaping your project and demonstrating success.

- Workshop to understand measures of success and plan your project strategy
- Planning and design of campaigns to drive your project strategy
- Expert Data Analyst support to help you define your strategy and scope BI dashboards needed to measure success
- Executive summary providing insights into the impact of the project for your stakeholders
- Support with awards submissions

The details

Project support	Support from the Thrive team for one project per year. Your project team will be available to you for a 2 month period for the project. We will also offer 2 check-ins post completion and an executive results summary.
Impact workshop	Project workshop for each project to agree scope of project, align data sources, set timelines, actions and deliverables.
Data Analyst	A data Analyst who will bring their analytical expertise and consult on your project, as well as organising support to meet your organisations data needs. Your analyst will reserve <u>two</u> hours per week to work on your project.
Project dashboard	<p>Designing and scoping custom dashboards which may be needed for your project, with access shared with up to 4 individuals.</p> <p>These dashboards could include data from external sources, supporting sales data, customer survey results or quality scores for example to demonstrate and measure the impact of your projects</p>

Marketing Consultancy	Maximising your project by defining the marketing scope, engaging your target audience, developing a strategy & support with planning and executing campaigns.
Asset refresh	Our design and marketing team will dedicate 3 hours to refreshing your platform assets, including thumbnails, explore tiles, campaign banners, and logos, to keep the platform user experience fresh and engaging.
Custom project results (award submission ready)	A written summary of the impact project and its results which can be used to engage senior stakeholders, showcasing metrics such as ROI, create case studies and enter for awards.
Award submission support	Written support to enter Impact Projects for awards identified as viable by Thrive and the customer. Furthermore, Thrive will offer paid support for up to one project per year to be submitted for an award.

Outside of projects

Once the platform has launched, and outside of any impact projects, the Thrive team will still be available to support your team.

The details

Data Analyst consultancy	Support from our expert data analysts, offering up to 1 hour of surgery time every week for consultation or scoping changes to existing dashboards.
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