

SPARK IDEA EXCHANGE – Frequently Asked Questions

Here's some information to help you use Spark's *Idea Exchange* research programme.

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The panel

What is Spark *Idea Exchange*?

Spark *Idea Exchange* ('Idea Exchange') is an online research panel. A research panel consists of individuals from a cross-section of the New Zealand population

who have agreed to participate in ongoing market research surveys and discussions.

Spark *Idea Exchange* is owned by [Spark New Zealand Limited](#) ('Spark') and has been set up to help us understand how we can improve the products and services we deliver to customers.

Who can become an *Idea Exchange* member?

To become an *Idea Exchange* member you need to:

- a. be a Spark customer;
- b. complete the registration (introductory) survey and provide your full name and email address;
- c. be accepted by Spark as a member of Spark *Idea Exchange*.

Find more in the [Terms & Conditions](#) of Spark *Idea Exchange*.

If you do not qualify, any identifiable information such as your name, address and email address will be deleted from the *Idea Exchange* database.

What happens after I join?

Once you qualify to become an *Idea Exchange* member, you will be sent a confirmation email. In that email will be a link that you click to activate your *Idea Exchange* membership and account.

Note: if you're redirected to *Idea Exchange*'s home page after completing the introductory survey, you don't need to login to submit your survey responses. They will have already been submitted.

As an *Idea Exchange* member, you will be invited to take part in online surveys to provide your opinions and experiences with Spark, and other telecommunications topics.

How do I update my personal details?

As an *Idea Exchange* member, you can log into the [website](#) and change your email address, username and password whenever you like. If you'd like to update other personal details, please email support@ideaexchange.spark.co.nz

How do I stop my *Idea Exchange* membership?

To end your *Idea Exchange* membership, go to *Idea Exchange*'s [webpage](#) and click 'Unsubscribe' or email support@ideaexchange.spark.co.nz with 'Request Remove' in the subject line.

Member registration

Why do you need my personal information?

We collect and hold your personal contact details provided from your *Idea Exchange* membership for research purposes. We also use the details to notify you

and verify your identity if you win a prize in any draw or competition associated with *Idea Exchange*.

All information collected by *Idea Exchange* from and about individuals and their company will be used in accordance with the *Idea Exchange* [Privacy Policy](#).

I'm having trouble creating my password

Your password must be 6-12 characters long and include at least one number. Make sure there are no spaces before, in the middle, or at the end of your password.

Why did I not receive the confirmation email?

This may be due to the following:

1. Your email provider or your personal email settings. Some emails sent from an automated system may be diverted directly into your Junk Mail folder. To avoid this, add our address to your safe list or address book.
2. You may have entered your email address incorrectly, so your confirmation may have been sent to an invalid address. If this has happened, you will need to fill out the questionnaire again.

How long will I be an *Idea Exchange* member?

Your participation in surveys is your choice. However, if you haven't participated in a survey in over a year or are no longer a Spark customer then we may discontinue your *Idea Exchange* membership. If your *Idea Exchange* membership is discontinued, all of your personal information will be removed from *Idea Exchange's* database. This does not affect your relationship with Spark in any way.

Participating in research

How do I participate in a survey?

When a survey becomes available, you will receive an email inviting you to participate. Click on the link in the email to begin the survey.

How long will it take to complete a survey?

Most surveys will take between 5 and 15 minutes to complete, depending on the length of the survey and your answers.

How often will I participate in surveys?

We aim to invite you to participate in surveys every two to three months. You decide whether to participate in the surveys.

What kind of surveys will I be asked to participate in?

The surveys will ask about your opinions of and experiences with Spark, and other telecommunications topics. Your feedback will be used to help us improve the experience and solutions we deliver to our customers.

What will the surveys be used for?

The surveys conducted by Spark *Idea Exchange* are designed and analysed by Spark. The responses to surveys are combined and analysed as a group and individual responses are not identified in the published results.

Technical problems

The link in my email invitation isn't working

Depending on your service provider, or the size of your email window, the survey link might be split across two or more lines. You may also have a link that is not completely underlined or active. To access the survey correctly, select the entire link and paste it into your internet browser.

Why can't I get past the first page?

Be sure that your browser's 'cookies' are enabled. For assistance, refer to the 'Help' menu in your web browser.

If you continue to experience problems, it might be your security settings or a conflict with another software application on your system. Check the Privacy tab of your Internet Options to ensure that the 'Override Automatic Cookie Handling' is NOT selected.

If this doesn't help, check your security software installed, such as Norton Internet security, personal firewall software, pop-up blockers, or spam blockers. Any of these might be blocking the page from loading.

If you continue to experience problems, email support@ideaexchange.spark.co.nz with as much detail about the problem as possible (i.e. what platform you're using – Windows or Macintosh and what type of browser – Internet Explorer, Google Chrome, Safari, etc.).

I can't view a video

You'll need the correct software installed to view videos. If you already have the correct software, check the privacy setting on your browser.

1. Click the 'Advanced' option (from the Tools – Internet Options – Privacy).
2. Make sure that 'Override Automatic Cookie Handling' is NOT selected.

If you continue to experience problems, please email support@ideaexchange.spark.co.nz with as much detail on the problem as possible (i.e. what platform you're using – Windows or Macintosh and what type of browser – Internet Explorer, Google Chrome, Safari, etc.).

The email I received is all in code

Check if you can switch from Plain Text to HTML. At the top of your email window there is a small field with the words 'Plain Text'. Click on the down arrow to select HTML. If you continue to experience problems, please email support@ideaexchange.spark.co.nz

Why is my password not working?

Make sure that you've clicked the link in the confirmation email you're sent after completing the introductory survey to activate your *Idea Exchange* membership and account. Please see ['Why did I not receive the confirmation email?'](#) if you've not received this email.

If you have confirmed your *Idea Exchange* membership and your password problems persist, make sure that when you're logging in there are no unnecessary spaces before or after your email address or password - the system will read these blank spaces as extra characters.

I get an 'email does not exist' message when I try to log in

If you didn't complete the initial introductory survey and click the link in your confirmation email, you are not fully registered for *Idea Exchange*.

If you have completed these steps and still cannot login, try closing the *Idea Exchange* web page and returning in a few minutes.

I can't remember my password

If you can't remember your password, click on the 'Forgot password' button on the *Idea Exchange* login page and it will be emailed to you. If you continue to experience problems email support@ideaexchange.spark.co.nz

The page timed out

If you leave your survey page open for a long period of time, the page can time-out. However, the answers you've already provided will not be lost. To finish the survey, click on the survey link in your email invitation again and it will take you back to where you left off.

Why is the system so slow?

A number of things may affect the speed when you're on *Idea Exchange*. These could be related to your modem, your ISP, or the browser you are using.

If you continue to experience problems, please email support@ideaexchange.spark.co.nz with as much detail on the problem as possible (i.e. what platform you're using – Windows or Macintosh and what type of browser – Internet Explorer, Google Chrome, Safari, etc.)

Portal problems

How do I retrieve my password if I forget it?

Enter your email address where you would usually log in on the *Idea Exchange* web page and click on 'Forgot password?'. The password will be emailed to you.

I can't log in with my email address. The message says it is not in the database.

Once you've completed the introductory survey and qualify to become an *Idea Exchange* member, you will be sent a confirmation email with a link. You click on this link to activate your *Idea Exchange* membership and account. The system will

not recognise your address until it has been confirmed by clicking on the link in that email. Check your Inbox and Junk Mail folder for the confirmation email. Depending on your email provider, it may have been directed to your Junk Mail folder.

I didn't receive my password after clicking on the 'Forgot password' button

Some email providers automatically divert emails to the Junk Mail folder. To avoid this, add our email address to your address book or safe list.

How do I add *Idea Exchange* to my safe list?

If you are using Hotmail or Yahoo, follow the instructions below to ensure your email invitations are sent directly to your inbox.

1. Open your mailbox.
2. Click on 'Mail' tab.
3. Click on 'Options' - located on the top right of the page, on the same level as the four tabs labeled Today, Mail, Calendar and Contacts
4. Click on 'Junk Email Protection'.
5. Click on 'Safe List'.
6. Type 'support@ideaexchange.spark.co.nz' and click 'Add'.

Am I still registered in the panel? I haven't received a survey invitation for a while.

On average, you will have the opportunity to participate in surveys about every three months. Surveys are often sent depending on demographic characteristics or products used. When a survey matching your profile is launched, you will receive an email invitation. If you have not received an invitation it is most likely because there have not been any surveys released that match your profile.

Did you get my responses?

If you'd like to know when your responses have been received, click on the survey link when you've finished. A message saying that you've already completed the survey will appear.