

Customer Experience Management

Are you delivering a customer experience true to your brand promise?

What is important to your customers and how can you retain them?

Does every significant customer interaction with your company fit your strategic objectives?

How can you continuously add value to customer relationships to ensure market leadership?

Winning new customers is considerably more difficult and much more expensive than retaining existing customers. Many companies acknowledge this by regularly conducting customer surveys to measure customer satisfaction. However, they often fail to realise that it is not customer satisfaction that is decisive, but rather customer retention.

It is vital to monitor continuous and immediate feedback on product delivery, service quality, after sales service and the retail environment so that adjustments to daily customer interactions can be made rapidly.

TNS can help you better understand your processes and avoid mistakes in these interactions with your customers. By combining the strategic side of customer relationships with the tactical side of touch point feedback from different points of interaction, TNS can help manage your business performance.

Our Expertise

With a worldwide network of more than 400 stakeholder management experts, the TNS Stakeholder Management approach focuses strongly on Customer Experience Management (CEM), on both strategic and tactical levels.



Strategic CEM – Strategic CEM allows companies to develop a customer-centric strategy by understanding key drivers of customer satisfaction. TNS helps organisations improve their overall business performance and achieve long-term customer retention by listening to their customers. Aligning business processes to match the overall customer experience with the customer expectation helps to ensure long-term profitability and sustainability.

Strategic CEM is crucial as it ensures a successful ongoing relationship by taking a broader view on all touch points and interdependencies.

Tactical CEM – Tactical CEM is a rich resource allowing you to get immediate feedback from your customers and quickly react on a one-to-one client basis. TNS uses feedback from complaint management programmes as well as information collected from customer interactions with various touch points. In addition to enabling a quick response to dissatisfied or defecting clients, it allows the business to pinpoint and fix processes.

By embedding one-to-one customer feedback in the total customer experience management, TNS delivers a comprehensive approach for holistic stakeholder relationship management.

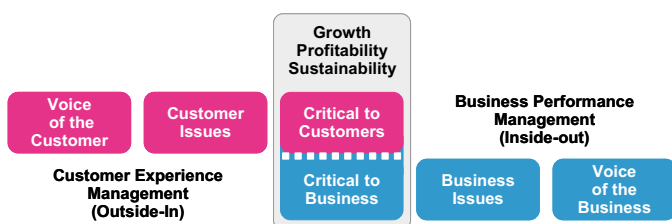
With over two decades of experience globally, TNS Stakeholder Management has continuously supported clients with research based on the following key insights:

- Even satisfied customers defect but customers who perceive that their supplier holds a big advantage over its competitors are more loyal
- Customer retention is critical for business success but in ways which differ by industry, or even by company
- Customers may talk about what they think is important but they are not always conscious of what drives their loyalty most strongly
- Drivers for customer retention evolve over time and result from actions of the market players.

Our Solution

TNS has developed TRI*M™, a strategic management information solution designed to measure, monitor and manage multi-channel relationships and optimise your company's corporate reputation, employee and customer experience management.

TRI*M Customer Retention provides a strategic perspective of the products and processes relevant to customers. It identifies key drivers and helps prioritise action areas to improve customer experience.



Outside-in Thinking
To look at the company's processes from the customer's perspective

TRI*M™ is a world-class solution which:

- allows holistic measurement, management and monitoring of stakeholder relationships
- is tailored to your company and specific stakeholder groups
- provides real insights to help detect any weaknesses and improve stakeholder relations
- monitors company performance over time, relative to its industry, country and region
- has extensive benchmarking capabilities, drawing on over 16,000 TRI*M™ studies worldwide
- has been used by over 1600 clients globally including 59 of the Fortune 100 companies in the past 3 years.

Why choose TNS

- Comprehensive Stakeholder Management research expertise with local experts across 80 countries
- Our research is underpinned by a world-class business solution to help optimise corporate reputation, employee and customer experience management
- Our Global TRI*M™ Centre is at the forefront of industry developments
- Proven ability to convert insight into action.

About TNS Stakeholder Management

TNS provides insight and consultancy to help clients manage stakeholder relationships effectively through a holistic system based on measuring, managing and monitoring.

Our network of 400 stakeholder management experts worldwide provide highly tailored research designed to support you in effectively managing your relationships with stakeholders internally and externally.

TNS offers expertise to help companies increase customer loyalty, improve relationships with business partners, create employee commitment, develop efficient internal processes, build a healthy corporate reputation and ultimately ensure greater long-term profitability

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions. TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour.

TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management and Retail & Shopper. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

TNS is the sixth sense of business™

For further information or to discuss how TNS Stakeholder Management can help your business, please get in touch with your usual TNS contact, see our website www.tnsglobal.com, or contact:

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