



## Press information

**Media Contacts:**

Adrienne McGarr

Ruder Finn

312-329-3907

[tns@ruderfinn.com](mailto:tns@ruderfinn.com)

Matt Trocchio

SHIFT Communications

617-779-1848

[mtrocchio@shiftcomm.com](mailto:mtrocchio@shiftcomm.com)

### **TNS AND VOVICI COLLABORATE TO DELIVER WORLD CLASS CUSTOM PANEL AND COMMUNITY SOLUTION**

*-- Leading Market Research Organization and Leading Software Provider collaborate to Deliver the Standard for Online Proprietary Panels and Community Building Solutions for their Clients --*

**New York, NY and Dulles, VA, – September 23, 2008** – [Vovici](#) (voh-VEE-see), the leading provider of software as a service solutions for Enterprise Feedback Management (EFM) and proprietary custom online communities and [TNS](#), the world's leading provider of customized research and panel services, have announced a new collaboration today. TNS will adopt the Vovici EFM Platform and Community Builder Module as its standard platform for building custom online panels and communities for its customers.

Over the past 5 years, the TNS Custom Panel team has built qualitative, quantitative, and mixed-use custom (proprietary) panels for consumer and B2B audiences, capitalizing on TNS's 60+ years of experience in building, managing and maintaining panels globally. Custom panels are not new. What is new is the emergence of Web 2.0 and, in particular, the familiarity and wide-spread use of social networking platforms.

*“The end-to-end solution we are offering with this partnership is unique and really powerful” said Leslie Warshaw, Vice President of Proprietary Panels at TNS, “ TNS research and panel expertise together with the Vovici technology platform delivers an industry leading solution*

*enabling us to build the most flexible and comprehensive custom panels and communities for our clients.”*

The EFM Platform and Community Builder module enables TNS clients to build an end to end solution incorporating both qualitative and quantitative techniques. Panels can be expertly managed, data can be easily integrated and panelists can become engaged in a customized community web site that includes forums, suggestion boxes, knowledge bases and more.

These capabilities will enable TNS to help their clients:

- Gain actionable insight into customer sentiment, satisfaction and loyalty to shape marketing initiatives, customer support and pricing
- Evaluate the significance of market events and apply the insight to shape responses to those events as necessary
- Identify trends that drive sales and product innovation
- Deliver insights with the agility of hours instead of the days or weeks needed for traditional methods.

The Vovici EFM platform and Community Builder module will provide TNS clients with the ability to maintain a secure database of online panels and communities and to capture deep profiles of the panel members. Clients can choose to leverage any of the full range of panel capabilities - from large quantitative panels to smaller, more interactive peer to peer qualitative programs.

*“We are thrilled that TNS has selected to work with Vovici,” said Dean Wiltse, Chairman and CEO, Vovici. “The combination of TNS expertise and Vovici software as a service technology for building proprietary panels and communities and the global reach of both organizations makes this partnership a perfect fit. As this relationship evolves we look forward to developing innovative products and services together that will benefit the market research industry.”*

## **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 behavior.

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™.**

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

[www.tns-us.com](http://www.tns-us.com)

### **About Vovici**

Vovici is the pioneer in Enterprise Feedback Management (EFM), providing comprehensive software as a service for online survey software solutions, online community creation, panel management, analysis and reporting, and research services. Our offerings increase customer loyalty, facilitate collaboration and innovation, influence critical business decisions and provide voice to online communities. Organizations worldwide, including more than half of the Fortune 500, rely on Vovici to measure customer satisfaction, perform market research and gauge employee satisfaction. Visit [www.vovici.com](http://www.vovici.com) for more information.

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