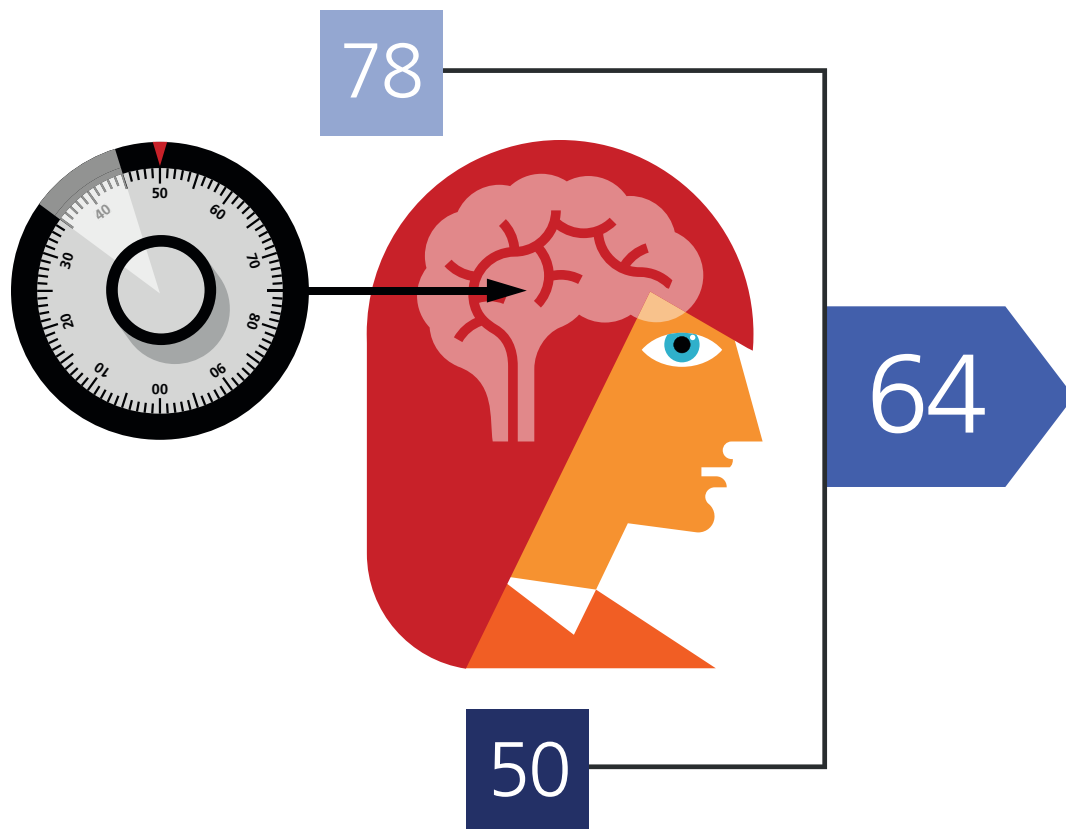


Decoding customer relationships



Customers are the most important asset for any business. The experience you give them can create powerful relationships that drive profitability.

Customers are also a powerful marketing tool for your brand. Great customer experiences drive word of mouth and attract new customers.

Customer relationships can make or break you

In an increasingly cluttered, digital world, with ever-fiercer marketplaces and diverse competitors, your performance across services and touchpoints has a huge impact on the customer experience you offer and ultimately your business performance.

Unpicking the various components of your customers' experiences and identifying the 'active ingredients' that customers really identify with can be a challenge. Customer experiences are complex and multi-faceted, ranging across

many areas including service, communications, retail and product usage.

Best service is not always best for business

Many companies believe that strong customer relationships come from investing in every touchpoint – they try to excel in everything they do.

We think there's a distinction to be drawn between the 'invest everywhere' model and the 'invest in the right areas' model. That's the specific areas your customers truly care about and expect from you. Understanding this leads to what we call an 'optimal customer experience' – something that creates loyal and profitable customers, cost effectively.

Introducing the Customer Code

The Customer Code is a pioneering new approach from TNS. We think at the heart of every successful customer relationship lies a unique code. It identifies and matches up what customers expect from you with what delivers truly profitable growth for your business.

Once you've cracked your code, it provides detailed guidance on where you need to focus your resources, and where you don't.



Unlocking your Customer Code

TRI*M is our world-leading tool that helps you pinpoint the exact places you need to focus your investments – the areas critical to driving customer relationship strength and business performance, and those that are less important.

With a comprehensive understanding of the competitive context, TRI*M measures the real strength of customer relationships and lets you know how much business is at risk, where customers would go and what the potential triggers are – be it price, service, product features or something else.

It also tells you the potential return on relationship strength – how strong the relationship needs to be to create true advocates and unlock cross-selling opportunities as well as the optimal levels of investment needed to win back 'at risk' customers.

Underpinned by lean, flexible and comprehensive surveys, TRI*M provides validated measures that are linked to actual customer behaviour. Too often customers are considered as a herd all thinking and behaving in the same way. We think about customers as individuals with different needs and expectations. This means our results can plug into your existing data sources to deliver real-life and more impactful customer relationships – driving growth.

Making an impact on your customers

Working with this insight - your Customer Code – we help you consistently apply it across the processes and services needed to deliver your optimal customer experience. Once you have identified which aspects of the customer relationship are crucial, managing real-time customer feedback helps you stay ahead of the game. Our proven TRI*M Index provides you with a leading KPI across all your customer research projects.

The Customer Code can transform the way you treat your customers. It means you don't need to be the best at everything. You can be more targeted and focused about where you spend your resources. This ultimately leads to stronger customer relationships and a healthier bottom line

The world's leading agency for customer and employee research

We are the world's leading agency for customer and employee research with a network of over 800 experts in more than 80 countries and world-class solutions that are used by over half of Fortune Top 100 companies.

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and customer and employee relationships, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

TNS is part of Kantar, the data investment management division of WPP and one of the world's largest insight, information and consultancy groups.



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