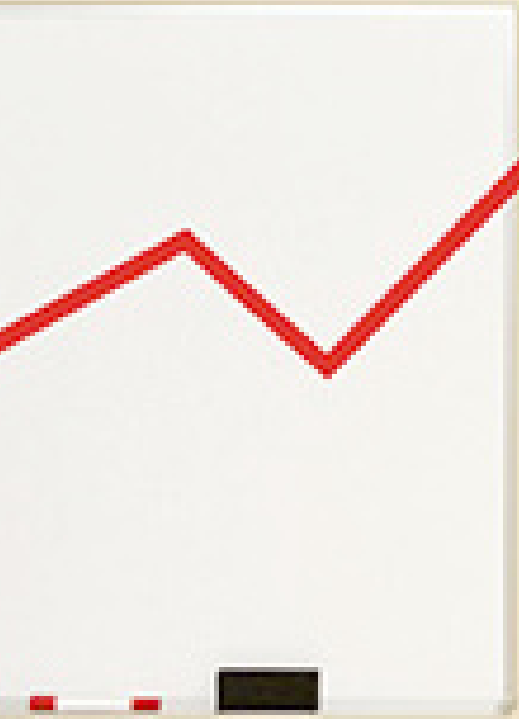


# TNS STAKEHOLDER MANAGEMENT

## NURTURING **PROFITABLE** BUSINESS RELATIONSHIPS



Stakeholders are the people who make it possible to meet your strategic goals. They include anyone who interacts in any way with your company – customers, investors, distributors, media, legislators, retailers, and employees. We develop custom-tailored approaches to deliver actionable insight, allowing you to manage your business based on a complete, clear understanding of your most relevant performance metrics. Your company's success relies on its ability to develop, maintain, and monitor these relationships. TNS Stakeholder Management provides the insights necessary to build long-term, profitable relationships.



the sixth sense of business™

# TNS **STAKEHOLDER** MANAGEMENT

**TNS Stakeholder Management solutions provide the understanding you need to align and optimize your stakeholder relationships to enrich business performance. We identify the impact of all key touch points of stakeholder interactions with your organization. We can help you optimize your company's processes, products, and services to deliver superior power to the market.**

## **MANAGING CUSTOMER RELATIONSHIPS PROFITABLY**

TNS Stakeholder Management Consultants will work with your organization to define research objectives and design a research program to meet your needs. In many cases our proprietary approaches and extensive normative databases provide excellent solutions.

- TNS TRI\*M™ helps clients achieve sustainable, profitable growth by measuring customer experiences, managing internal resources to optimize business performance, and monitoring market impact. TRI\*M offers an ongoing, closed-loop system that provides precise, accurate, and actionable findings with a roadmap for leveraging strengths and allocating resources to address weaknesses, ultimately driving your bottom line.
- TNS Conversion Model™ quantifies a market, category, or product in terms of user commitment and nonuser attraction. This predictive, psychologically-based measure of brand health gauges consumer attachment to your brand, performs competitive analyses, and assesses opportunities to gain share.

## **ASSESSING EMPLOYEE COMMITMENT, MANAGEMENT STRENGTH, AND INTERNAL SERVICE QUALITY**

TNS Stakeholder Management programs focus on delivering organization and leadership profiles and diagnostics. Using a three-dimensional approach during program design, TNS evaluates employee commitment, assesses leadership strength, and measures internal service quality.

TNS facilitates improvement in your workforce's productivity by fostering employee commitment and engagement. These enhancements allow your company to:

- Develop and retain top-performing employees.
- Take action where it is most effective—at the workgroup level.
- Link study information directly to bottom-line business results, such as employee turnover and productivity.

## **MANAGING CORPORATE REPUTATION**

The TNS Stakeholder Management approach to measuring and managing corporate reputation provides the tools you need to maximize your good name. We provide:

- Understanding of your current reputation assets and vulnerabilities.
- Consistent metrics across all stakeholders who impact your company's success, such as investors, employees, community leaders, media, government and others.
- Data-based guidance for communications planning.
- Benchmarks against which progress can be measured over time.

With experience and insights gathered from more than 12 million interviews and 12,000 projects across more than 1,500 companies, the TNS Stakeholder Management Division is the industry's leading global stakeholder practice. The global TRI\*M database includes 3,000 customer retention studies with 3.2 million interviews, 700 employee studies with 1.4 million interviews, and more than 100 corporate reputation studies among all critical stakeholders. Our continuous investment in research and innovation represents a single-minded commitment to our own stakeholders.

# TNS NORTH AMERICA—COMBINING WORLDWIDE RESOURCES WITH AGILITY AND FLEXIBILITY

**TNS delivers advance insights about the future, that help companies like yours make more effective business decisions. We're the world's largest provider of custom market research and analysis. Our edge is providing highly understandable and actionable market information, insights and recommendations that give brands and businesses competitive opportunities and support for long-term strategies.**

## **GAIN COMPETITIVE ADVANTAGE THROUGH OUR 360-DEGREE REACH, RESOURCES, KNOWLEDGE AND EXPERTISE.**

A global company spanning 70+ countries with end-to-end capabilities and extensive sector expertise enables us to meet any client need, anywhere.

- **Scalability.** Extensive structural and operational capabilities make any type or scale of project easily manageable.
- **Expertise.** Deep expertise in and across sectors gives us a thorough understanding of businesses and their challenges.
- **Virtuosity.** A wealth of practical experience makes us comfortable with every marketing intelligence scenario.
- **Accuracy.** Expertly managed global access panels yield high response rates and uniformly accurate results.

## **FIND DEEPER AND MORE RELEVANT AND ACTIONABLE INSIGHTS THROUGH OUR CUSTOMIZED, EXECUTIVE-LEVEL APPROACH.**

Our highly tailored solutions, coupled with exceptional service give you definitive focus and senior executive-level relationship opportunities.

- **One-on-one service.** Personal attention parallels that of boutique research providers.
- **Customized approach.** Tailored solutions directly and precisely address clients' needs and situations.
- **Exceptional execution.** Desired results are achieved exactly when needed to inform clients' critical marketing decisions.
- **Global but nimble.** We are a large and global yet nimble and flexible company.

## **OBTAIN A DETAILED ROADMAP TO THE FUTURE THROUGH OUR INTEGRATED UNDERSTANDING, ANALYSIS AND INSIGHTS.**

At TNS North America Custom, our holistic way of looking at, interpreting and presenting one unified set of insights gives you a clear and detailed roadmap into the future.

- **In-depth analysis.** Advanced analytics add significant depth and dimension to our ultimate findings from key issues we identify to the final recommendations we make.
- **Sophisticated business marketing minds.** Business understanding, knowledge and experience enable us to effectively advise clients on future and current marketplace issues and future opportunities.
- **Unified actionable solutions.** Delivering one complete, meaningful solution clients can understand and act on.

# TNS IS A **GLOBAL** COMPANY SPANNING 70+ COUNTRIES, PROVID- ING TIMELY, HIGH QUALITY AND INTERNATIONALLY CONSISTENT INFORMATION AND ANALYSIS.

**A major market information resource**, TNS is also the world's largest provider of custom research & analysis, a leader in political and social polling and a top supplier of consumer panel, media intelligence and Internet, TV and radio-audience measurement services.

Around the world, TNS is known by many as the “sixth sense” of business.

For more information, contact your account representative or visit us online at [www.tns-us.com](http://www.tns-us.com) or call us at 212.991.6000