

MANAGING CUSTOMER RELATIONSHIPS PROFITABLY



Busy executives and managers alike need quick access to clear, meaningful data on the status of key stakeholders in their businesses—the customers. Customer satisfaction programs may not provide all the information a company might want in order to understand the dynamics of customer relationships. With TRI*M (Measure, Manage, Monitor), TNS provides a solution that can deliver actionable insight. TRI*M helps our clients achieve sustainable and profitable growth by Measuring customer experiences, Managing internal resources to optimize business performance, and Monitoring the market for the impact. Through an ongoing, closed-loop system, our approach provides clients with precise, accurate, and actionable findings.

TRI*M is a unique approach to mapping customer information to your company's decision-making processes. Applied learning from TRI*M studies successfully provides TNS clients with a roadmap for leveraging their strong points and allocating valuable resources to remedy any weaknesses. It helps them become more complete and succeed more effectively. A suite of stakeholder management solutions, TRI*M consists of six different, topical components. Just like other solutions, TNS customizes TRI*M regionally to focus better on specific business challenges and bring its global stakeholder management expertise to bear. In just the past three years, more than 45 percent of Fortune 100 companies have used TRI*M to measure and manage customer relationships.

TIMELY, MEANINGFUL STRATEGIC INSIGHT AND RELEVANT BENCHMARKS

TRI*M provides a set of concise diagnostic tools and a benchmark database of more than 8,000 studies representing more than 12 million interviews across 120 countries. This knowledge database offers business context for your organization's performance by scalable geography, industry, and sector.

ACT ON THE MOST PROMISING AND URGENT OPPORTUNITIES

It is not enough to merely identify key relationship drivers. At a glance, TRI*M clearly determines the top priorities your organization needs to address key issues affecting customer relationships. By identifying valuable lead indicators for future success and highlighting lag indicators that offer opportunities for improvement, TNS helps organizations set gainful priorities and use their resources to obtain results in the most effective manner.

CONNECT CUSTOMER EXPERIENCE AND BUSINESS PROCESSES

Understanding the customer experience is valuable only if it drives productive action within an organization. TRI*M is based on a tight feedback loop between operational performance and the customers' day-to-day experience. Aligning research insight with the appropriate business processes drastically improves the effectiveness of customer satisfaction research.

CAPTURE MINDS AND HEARTS FOR LONG-TERM SUCCESS

When it comes to understanding and managing customer relationships, the complete story only becomes clear when you can correlate their tactical and strategic, their transactional and relational, and their functional and emotional elements. TRI*M provides you with the keys to your customers' minds and hearts by linking your customers' experience touchpoints with an understanding of their emotional connection to your organization.

TRI*M PROVIDES...

- Timely, meaningful strategic insight and relevant benchmarks
- The ability to act on the most promising and urgent opportunities
- A way to connect customer experience and business processes
- The keys to capture customers' minds and hearts for long-term success

HOW TRI*M WORKS

The TNS Suite of Stakeholder Management Solutions

TRI*M INDEX: A simple, one-number result that rapidly and clearly illustrates the overall health of your primary relationships and sub-groups. It provides a key performance indicator for customer experience and you can use it to set performance targets..

TRI*M TYPOLOGY: Filters customers according to their relationship with your company and provides you with a clearer understanding of their attitudes. TRI*M Typology helps you determine effective customer-management strategies and take advantage of positive word-of-mouth to support new-customer acquisition.

TRI*M GRID: Analyzes key drivers of customer experiences. In addition to the traditional approach of identifying lag indicators, the TRI*M Grid provides a unique way of spotting lead indicators in order to establish priorities for action. This information illustrates factors that motivate stakeholders, presents new opportunities to gain a competitive edge, identifies weaknesses, and pinpoints savings opportunities.

TRI*M COMPETITIVE ANALYSIS: Compares your company's performance with that of your competitors to determine strengths and weaknesses from a company-to-company perspective. TRI*M Competitive Analysis identifies the opportunities that can give you a true competitive advantage.

TRI*M PROCESS AND EXECUTION ANALYSIS: Analysis that drills into the priorities identified in the TRI*M Grid action planning. This analysis defines whether the process or the execution is causing organizational inconsistencies with key relationship drivers. This component of TRI*M sets the stage for the right follow-up actions, so that you can accurately focus resources.

TRI*M CONVERSION MODEL: Allows you to identify customers at risk of switching to your competitors, by analyzing their personal commitment to your company. The TRI*M Conversion Model also pinpoints any competitive threats and provides insight into customer acquisition opportunities.

EXPERIENCE AND QUALIFICATIONS

More than 45 percent of Fortune 100 companies have used TRI*M in just the past three years, and more than 8,000 projects have been completed globally with more than 12 million interviews. TNS has built an extensive benchmarking database against which you can compare your results at country and regional levels, as well as by industry sector.

ABOUT TNS

At TNS, we deliver competitive advantage through deeper and more relevant and actionable insights about the future marketplaces you're focusing on today. These "advance" insights are embodied in wholly integrated research solutions that flow from our experience, approach, and holistic methods that flow from our:

- 360-degree reach, resources, and expertise. Our global network, end-to-end capabilities, and extensive sector knowledge and experience can meet any client need.
- Customized, boutique-style approach. Our highly tailored solutions coupled with high level service, give clients absolute precision and professionalism.
- Integrated understanding, analysis, and insights. Our holistic way of looking at, interpreting, and presenting one unified set of insights, that gives you a detailed roadmap into the future.

GET TRI*M

For more information about TNS TRI*M, visit our Web site today at:

www.tns-global.com