



Ipsos Loyalty Overview



Improving Business Performance Through Customer Satisfaction and Loyalty

Retaining customers has become a top business priority.

Why? Because retained customers spend more and help spread positive word-of-mouth, attracting other customers. Growing loyalty among the right customers means increased profitability for your business.

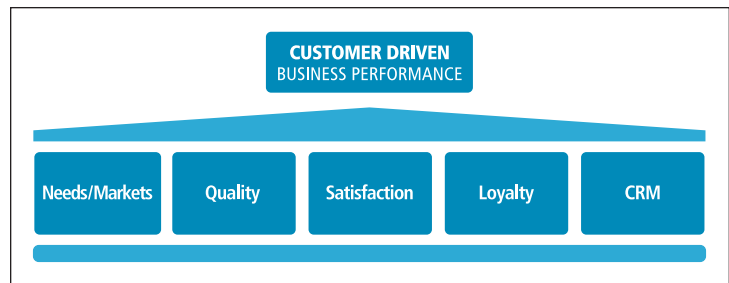
Ipsos Loyalty is a specialist in understanding, growing, and nurturing loyalty to help improve business performance. We combine survey research with transactional data to determine the quality, appropriateness, marketing, and economics of your customer and employee relationships and customer service propositions.

Our Ipsos Loyalty Integrated Suite of services can help you strategically align your customer relationship strategies for your company's best advantage and optimize the resources you invest.

Strategy and management are finally joined as components of the CSM-CRM continuum. The Ipsos Loyalty Integrated Suite will help you to:

- Retain your best customers
- Target customers with the highest potential value
- Involve and motivate your employees
- Coach improvement for increased customer satisfaction
- Maximize return on investment (ROI)

Optimizing the Allocation of the CRM Marketing Budget



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The Ipsos Loyalty Advantage

Ipsos Loyalty has led the industry in the refinement of satisfaction measurement procedures and was one of the first consulting firms to advocate retention marketing. We are leaders in quantifying the link between service improvements and financial impact. In fact, we literally wrote the book on it: *Aftermarketing*, in its twelfth printing, has sold over 25,000 copies in five languages.

Other books include: *The Customer Delight Principle*, *Customer Satisfaction Measurement Simplified*, *Service Marketing*, *Improving Your Measurement of Customer Satisfaction*, and *Return on Quality*.

Analysis that Drives Business Results

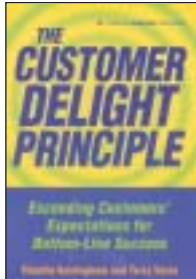
Ipsos Loyalty is convinced that, for the vast majority of firms, customer satisfaction data can and should be analyzed much more effectively. For many firms, satisfaction and business outcomes appear to have no relationship. To their dismay, managers have discovered that 60% of customers who defect from their companies would have been considered as "satisfied" using current industry satisfaction practices. Our approach focuses on identifying the issues that place customers in pain, and those that delight customers, and then establishing priorities for action. We further document the importance of those issues by tying action to financial measures.



Ipsos Loyalty

Know Your Customers. Grow Your Business.

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The Customer Delight Principle

by Tim L. Keiningham
and Terry G. Vavra
of Ipsos Loyalty

"Customer Satisfaction should no longer be the goal of a service organization. In the New Economy, what matters is customer retention and the bottom line. 'Customer Satisfaction' has given us a false sense of security. You can't get there from here.

The Customer Delight Principle suggests that we get our clients used to expecting the unexpected. We need to create an added value to our services in order to maintain market share and profitability in today's competitive expanding economy.

The Customer Delight Principle shows us how."

— Patrick Zacchea,
Vice President,
Van Kampen Funds

Customer Research Approach

With our focus on customer and employee issues, we practice Customer Research (rather than marketing research). More than just semantics, Customer Research involves an entire approach to customer contacts. It recognizes that to the customer the survey process is not about numbers; rather, it is part of their relationship with the company. As such we treat customers as individuals, with great respect, and recognize that each can contribute to the future financial success of our client. As corporations and non-profit organizations continue to give greater attention to retaining customers and growing revenue with those individuals, Ipsos Loyalty has developed products that measure and manage loyalty and customer advocacy.

Data Delivery Online

Ipsos Loyalty recognizes that clients require not only useful deliverables that you can act on immediately, but also the ability to analyze the output and to integrate it into their decision-making process.

We make the results of our surveys available to our clients via secure extranets; giving anywhere, anytime access. Online customized reports will be available through a secure, highly flexible, user-friendly tool that can be easily tailored to suit your organizational needs. Our delivery is designed to meet the need for accessible, updated, and actionable market information.

The Ipsos Global Network

No matter the size or scope of the research project, you can draw on the resources of the Ipsos global network of 4,000 professionals. By combining these impressive resources with standardized methodologies, Ipsos is able to provide sound, targeted recommendations for growing your business.

Ipsos Loyalty is the one international company that can uniquely deliver uniform CSM and CRM programs on a truly global scale. We understand the dynamics of your market and we deliver the insights needed to understand your customers and to bring focus and clarity to even the most difficult situations.

About Ipsos Loyalty

Ipsos Loyalty is a specialized practice focused on customer and employee relationship management (CRM) and customer satisfaction measurement (CSM). Ipsos Loyalty identifies the most critical priorities for action to help clients improve customer loyalty, retention and profitability.

Ipsos Loyalty's global offerings include a proprietary product suite as well as custom solutions for clients in a range of industry categories including automotive, consumer packaged goods, energy and utilities, financial services, health, retail, technology and communications, and travel and hospitality.

Ipsos Loyalty is a member of the Ipsos Group, a leading global survey-based market research firm.



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