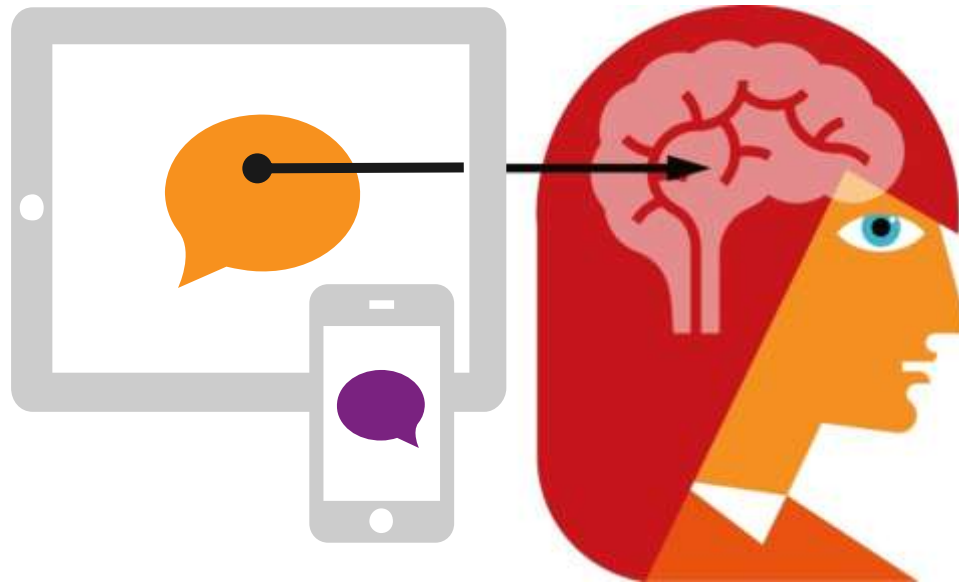


Getting fit...

Customer Experience Tracking



Everyone wants to be fit...but getting there is easier said than done

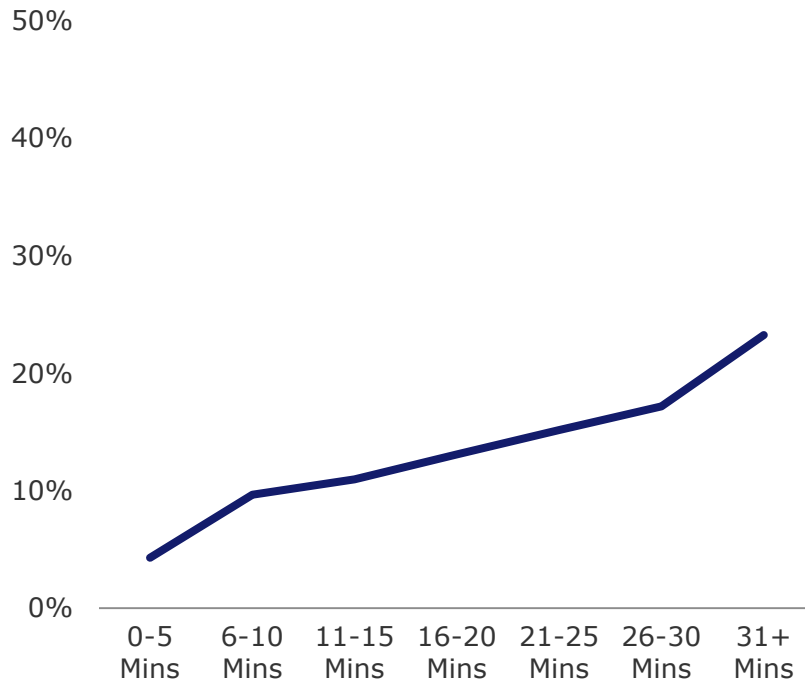


"I'll be at lunch. If anyone calls say I'm at the health club."

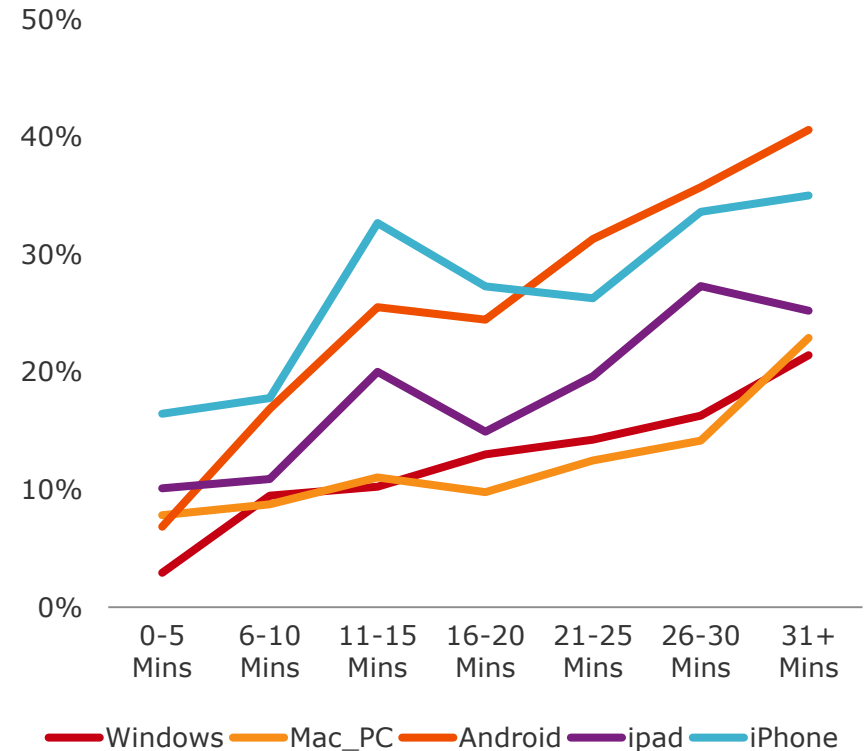
Most surveys today aren't fit

Internet Panel Survey Abandon Rates

By Length of Interview



By Length of Interview and Device



Source: Lightspeed Research



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Implications of unfit Customer Experience Tracking



A lean solution—social media data tracking?

On the face of it, tracking consumer opinion as expressed through social media has many things in its favor:



Full range of opinions, unfiltered



"Real-time"



Sensitive to events



Lower cost?

For many, the answer has been “maybe”
(finding the signal in the noise has been a challenge)



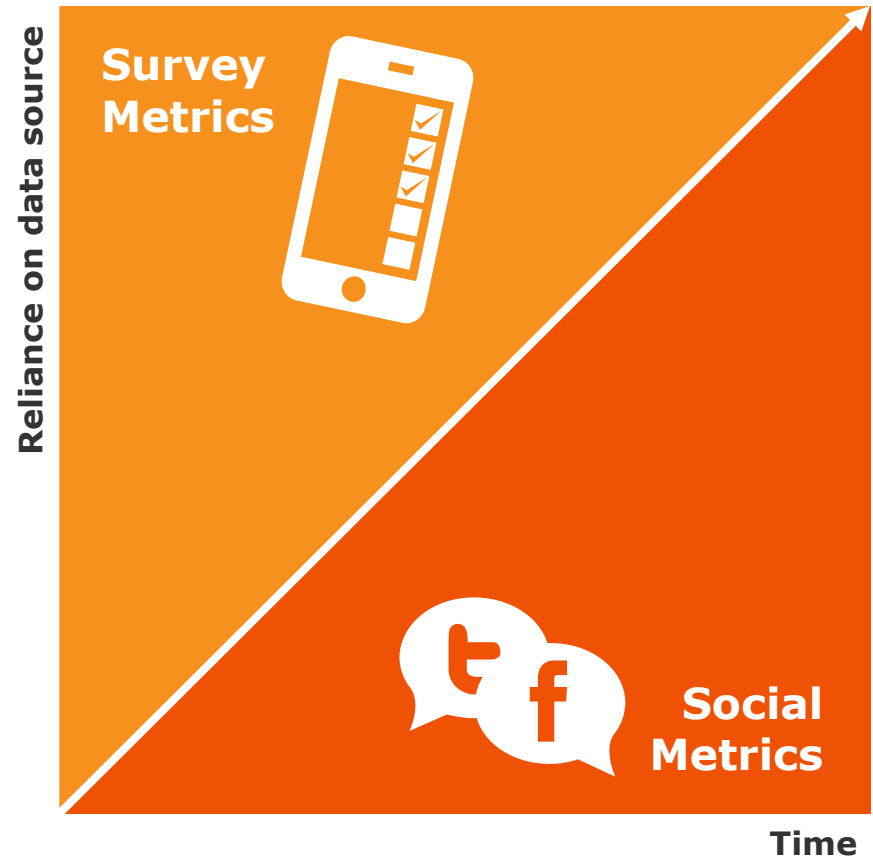
An approach to program fitness: 'Thin Tracking'

A fusion of survey and non survey data may yield huge benefits.

Descriptive and predictive

Real time data

More efficient use of budget



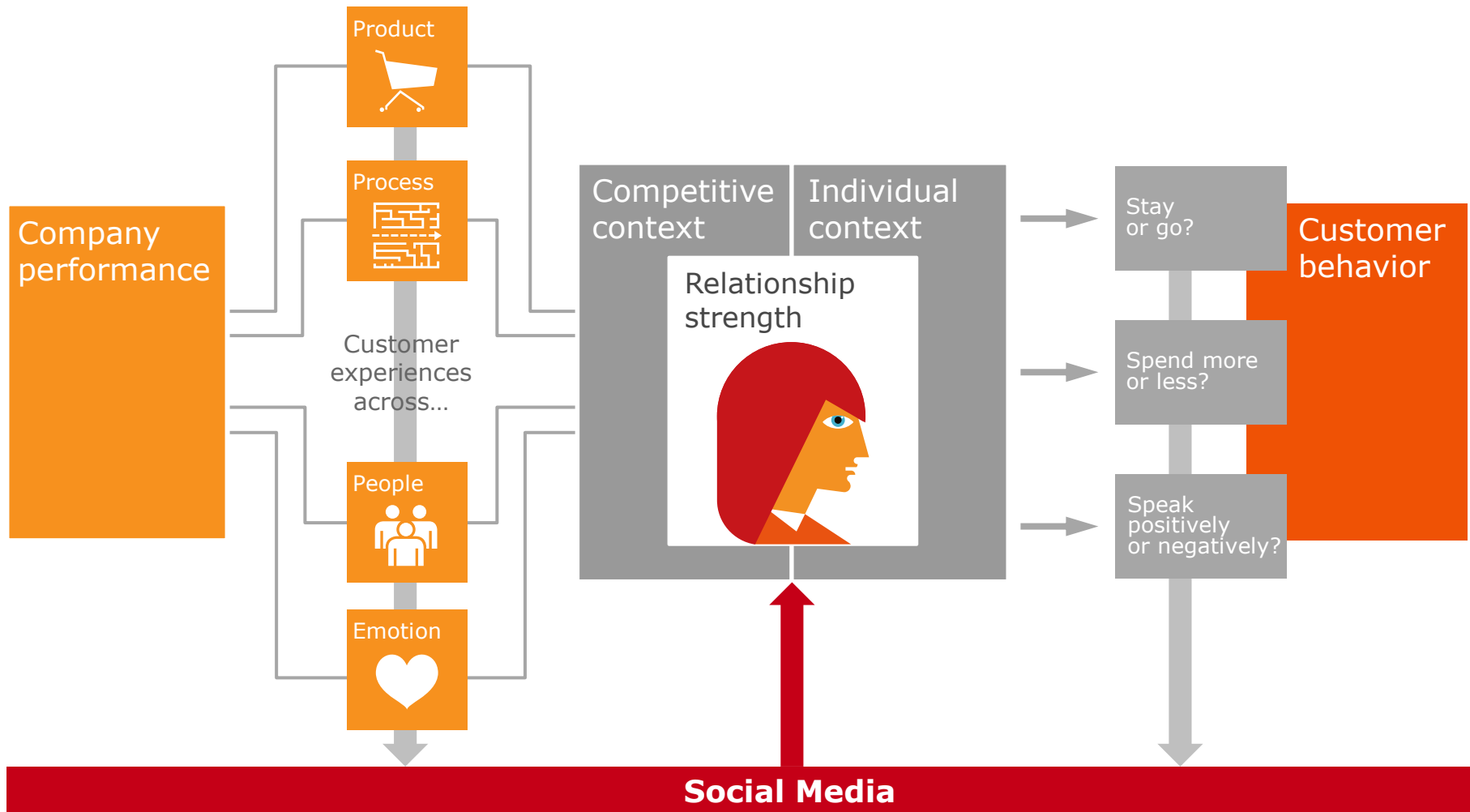
We believe...

- 1 We need to **stop asking questions** we already know the answers to!
- 2 New information streams **will** provide quicker, more predictive data and save money
- 3 We need to rethink how we track and understand a world of **more information, transparency and choice**
- 4 **Innovative** research approaches **will drive** (not just influence) business impact

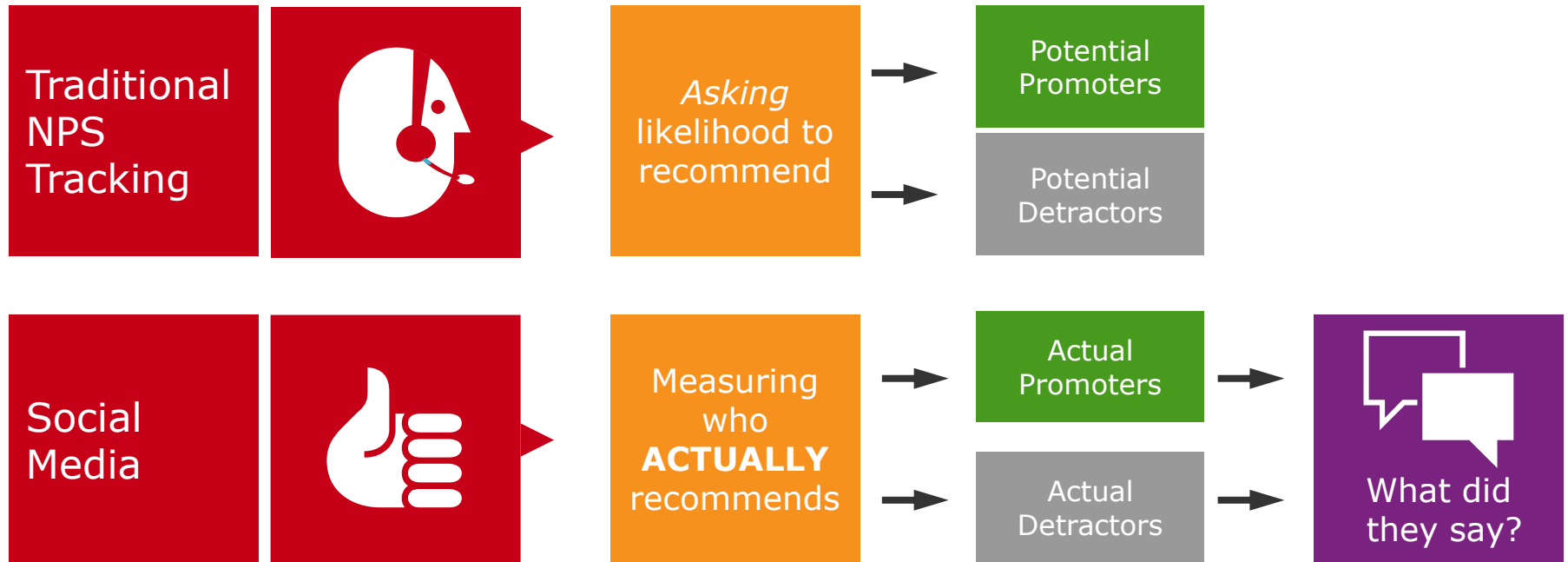
1

Better data. Less money.

Social media in Customer Experience Measurement



Moving from likelihood to reality



Social media mentions of key category may be more sensitive than survey metrics

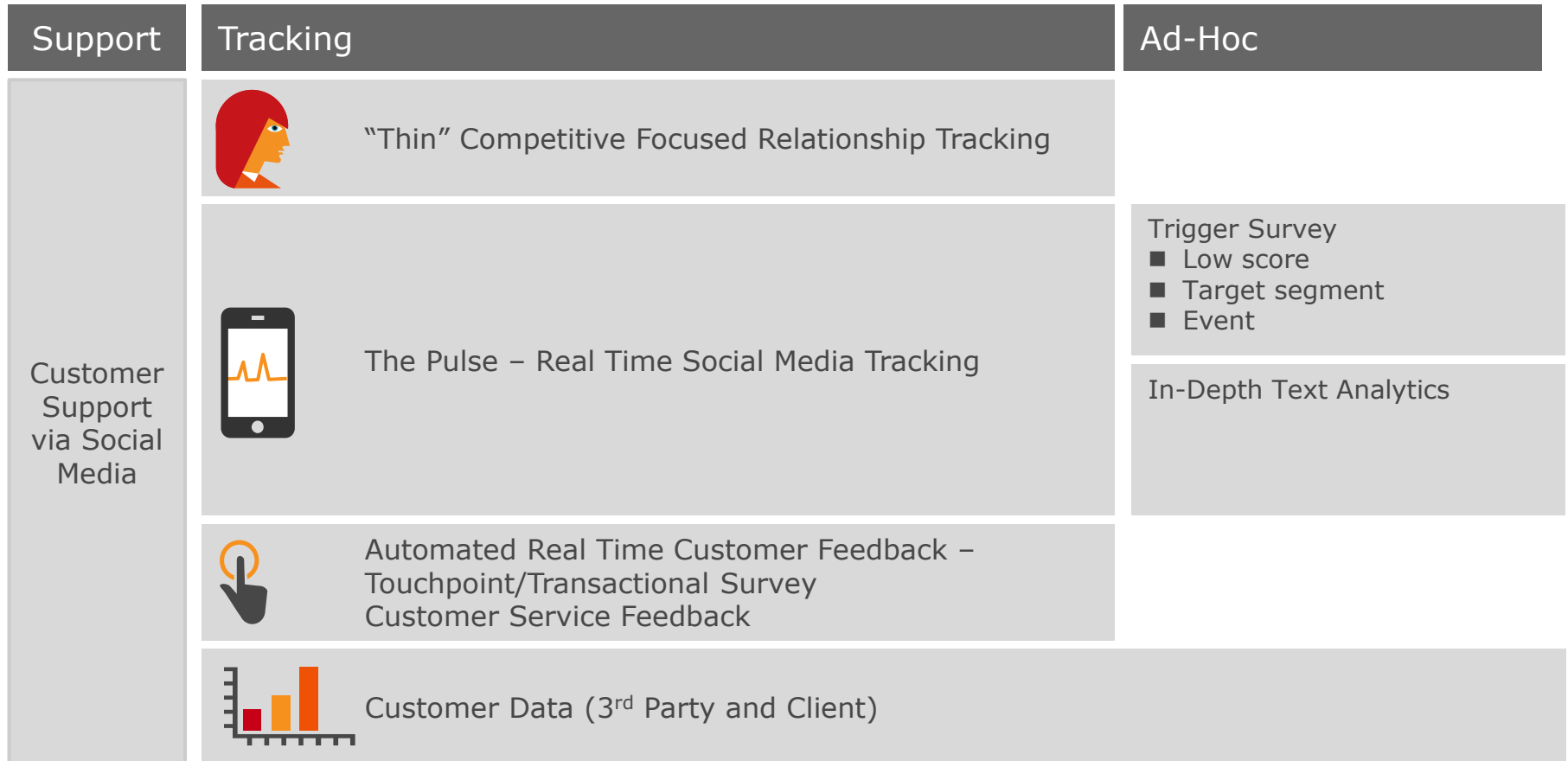
Brand 1	Category Volume	Brand 1 Brand Equity	Brand 1 Affinity
Survey ratings			
Key Attribute A	.10	.14	.26
Key Attribute B	.08	.17	.29
Social media mentions			
Total A mentions	.32	.27	.15
Total B mentions	.65	.52	.33

Brand 2	Category Volume	Brand 2 Brand Equity	Brand 2 Affinity
Survey ratings			
Key Attribute A	.08	.06	.04
Key Attribute B	-.04	.08	.15
Social media mentions			
Total A mentions	.29	.29	.24
Total B mentions	.56	.48	.38

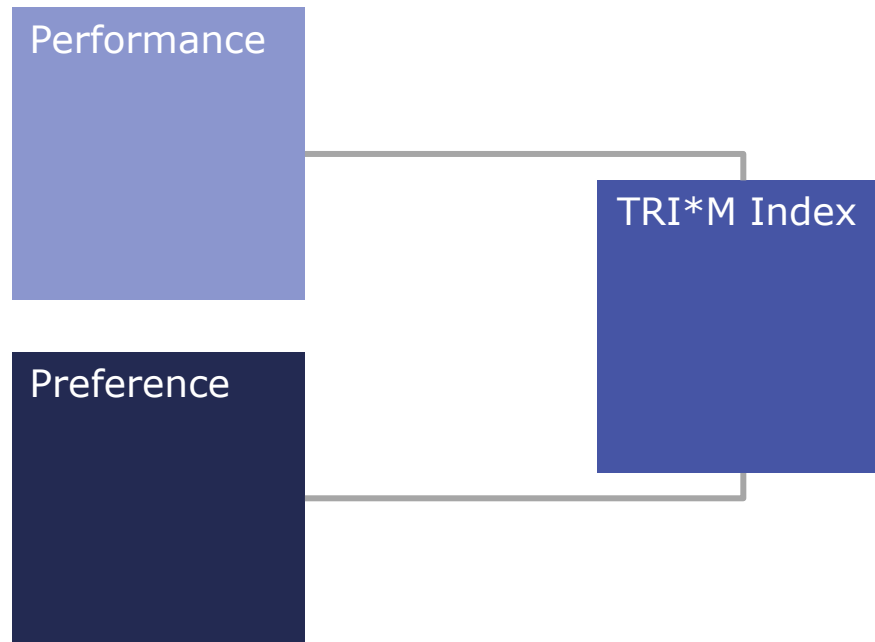
2

Return on relationship – bringing clarity to the signal

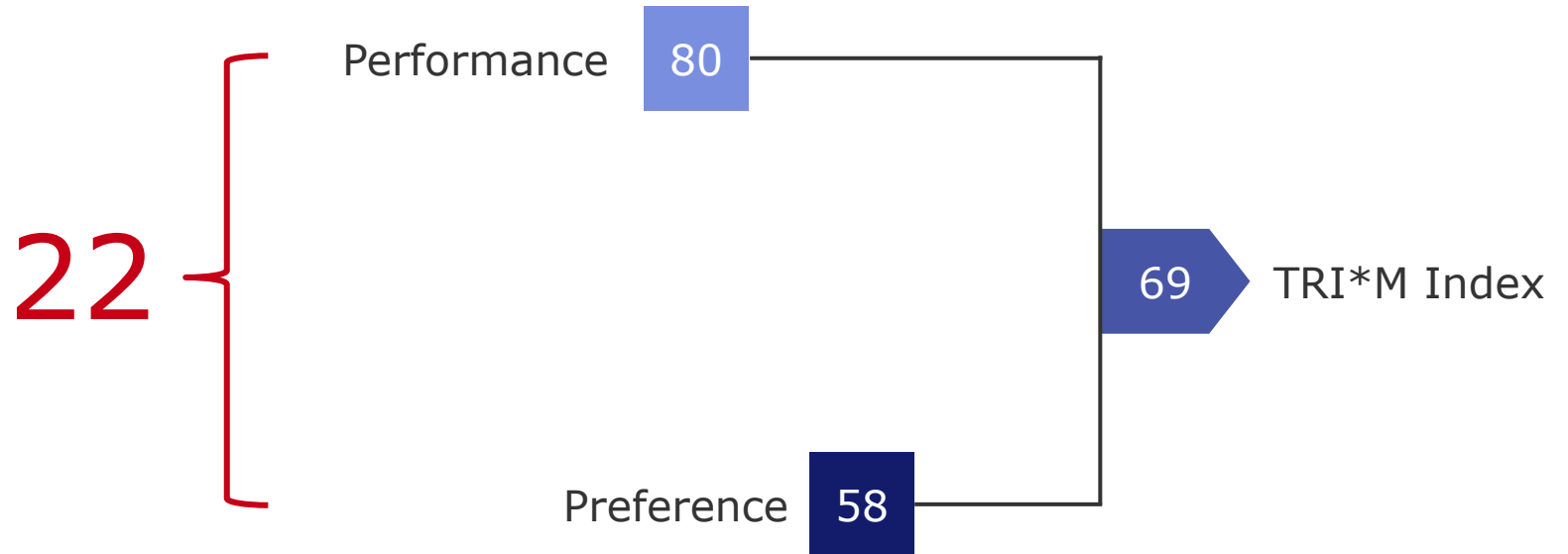
A new model for CX tracking



Thin tracking: fit to measure the strength of your customer relationships

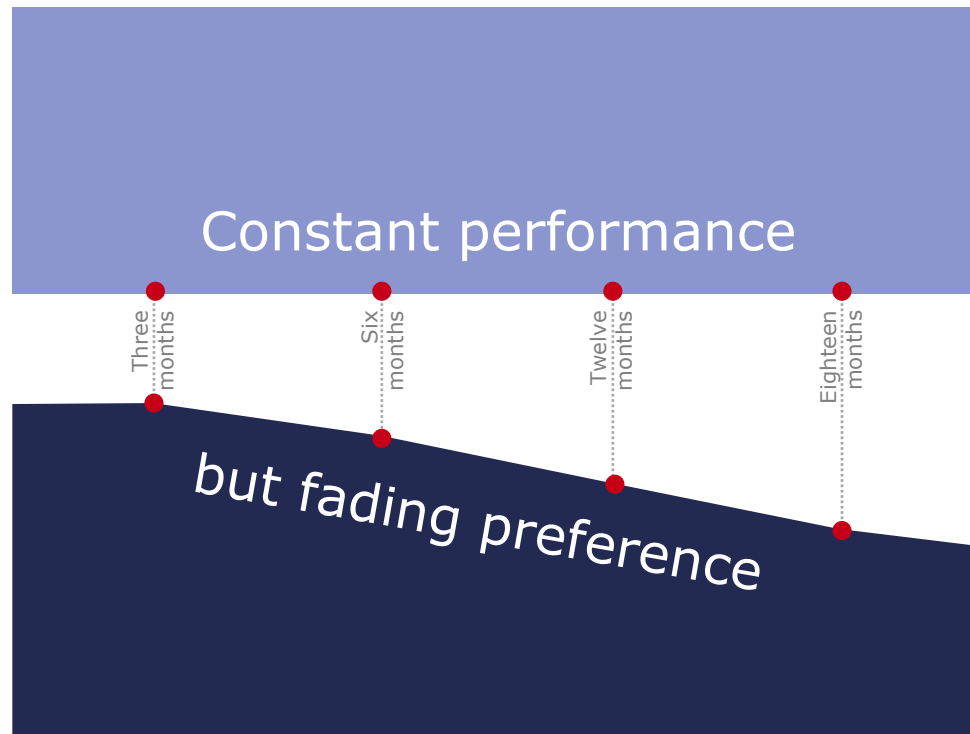


Watch the gap!



Source: TNS customer insight surveys 2013/2014

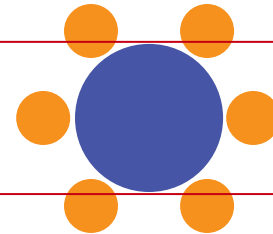
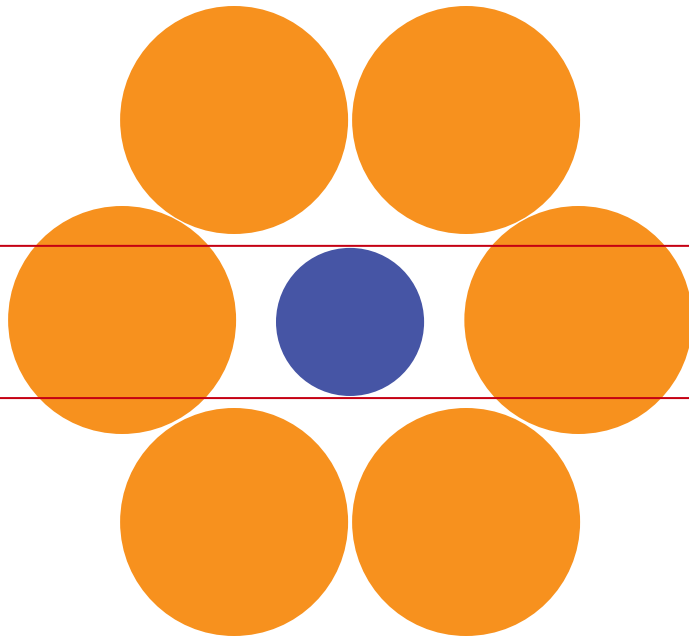
Understanding different stages in the customer lifecycle



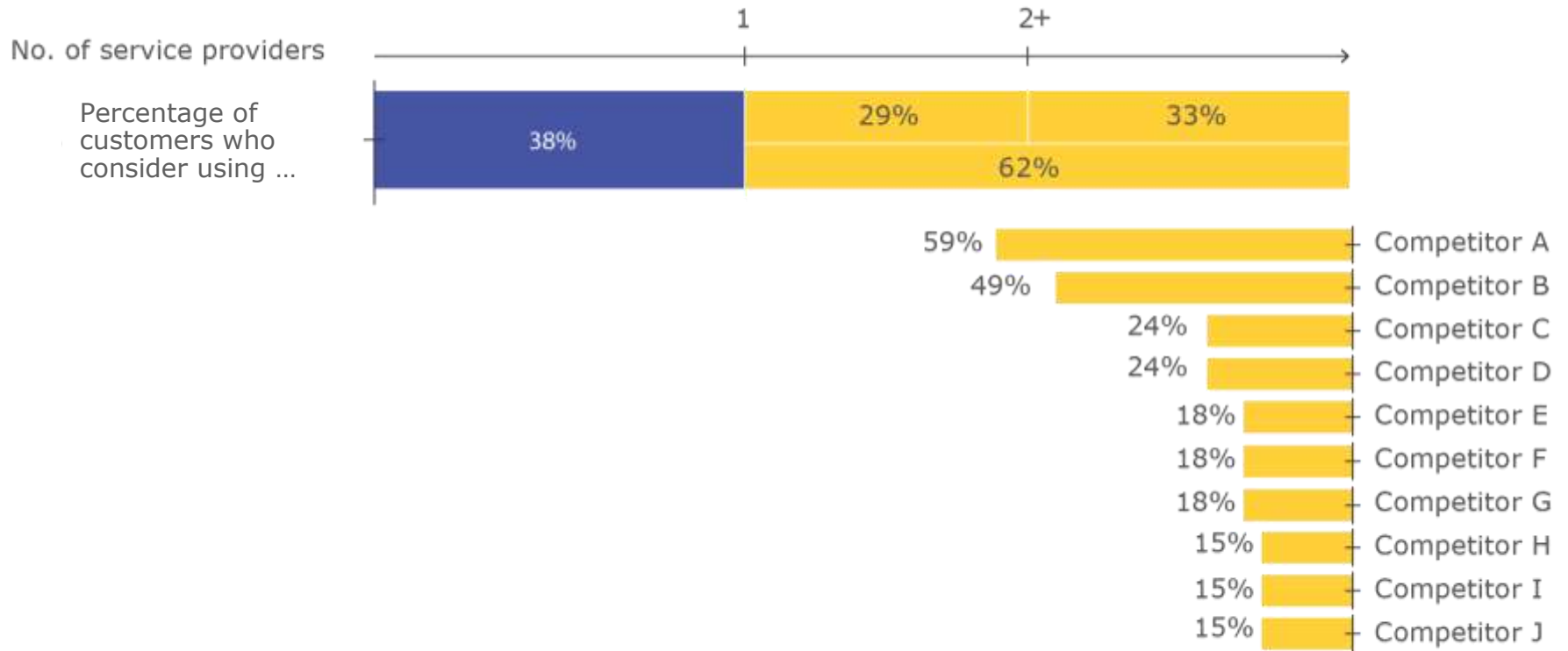
“We are always looking at the things around us in relation to others. We can’t help it. This holds true not only for physical things... but for experiences... and for ephemeral things as well: emotions, attitudes, and points of view”

Dan Ariely: Predictably irrational. The hidden forces that shape our decisions. 2010: 7

Context shapes how we perceive the world



TRI*M competitive threat analysis



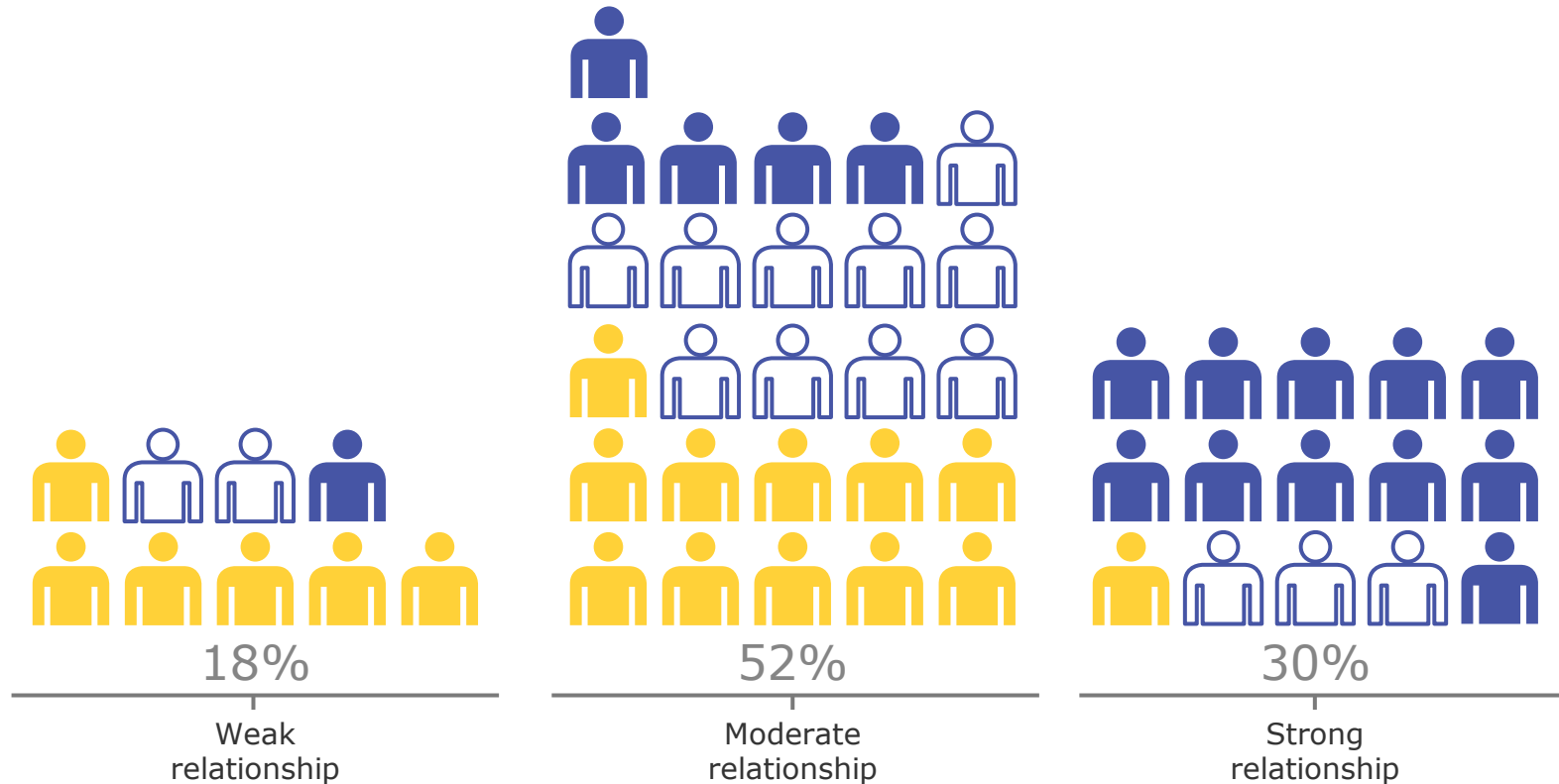
■ Customers who only consider Client company ■ Customers who consider other competitors



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TRI*M customer risk assessment analysis – measuring relationship strength and churn risk together



TRI*M

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Projected risk of churn:



High



Medium



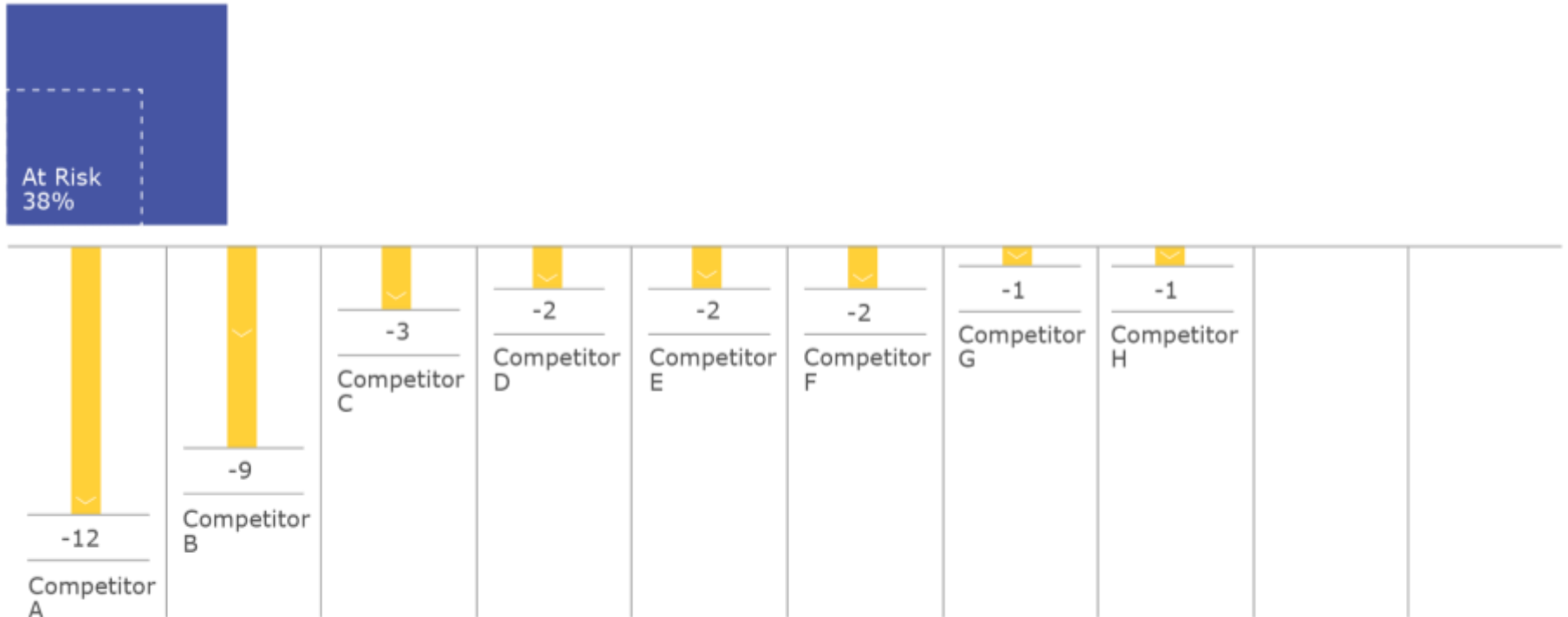
Low

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TRI*M competitive threat analysis



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■ Total group that use your company

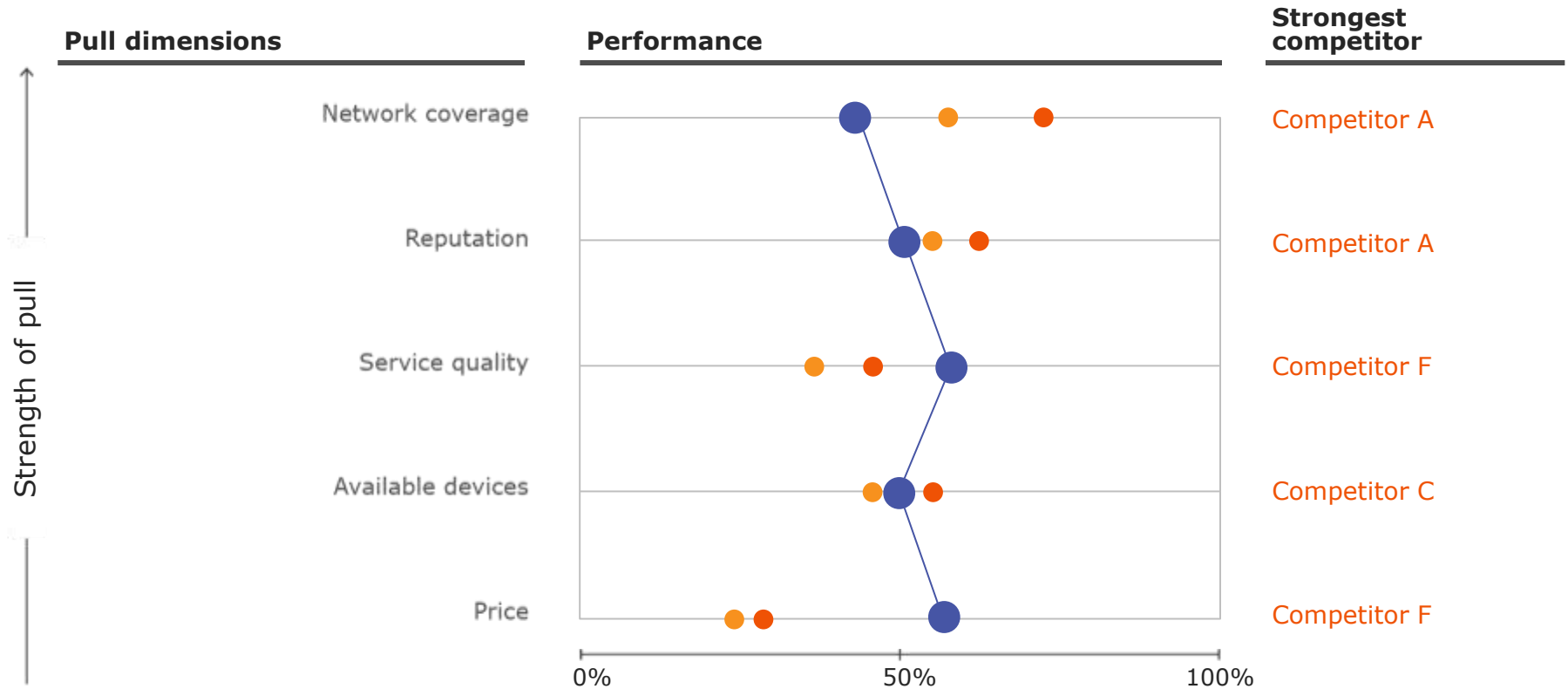
■ Companies that your current customers might consider switching to



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TRI*M competitive profile analysis



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■ Your company ■ Strongest competitor ■ Second strongest competitor



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3

Research that drives marketing and business

“You can’t be good at everything.
You must be bad in the service of good.
Excellence requires under-performing
on the dimensions your customers value
least so that you can over perform on
the dimensions your customers value
most.”

(Frei/Morris 2012: Uncommon Service; Pos. 127)

TRI*M impact analysis

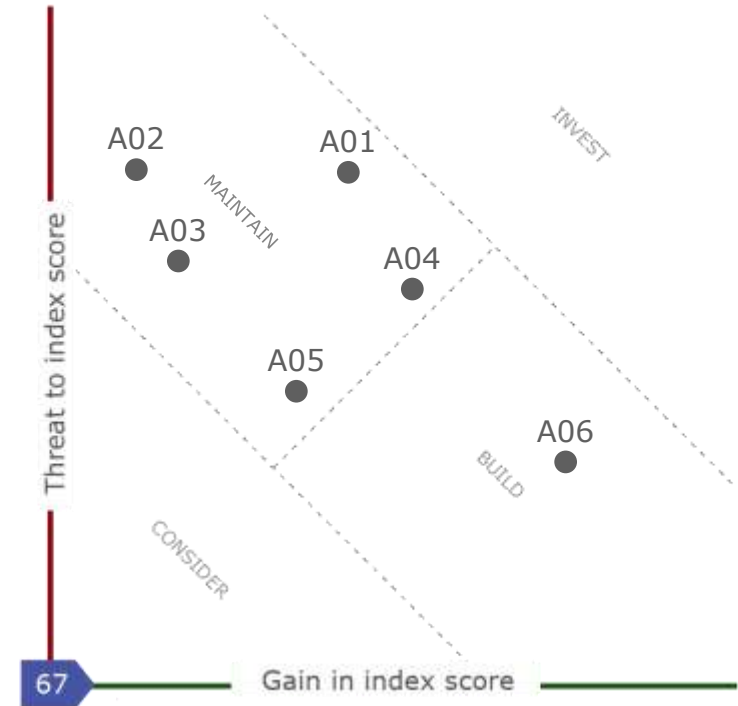
Network signal and coverage

MAINTAIN

- ▼ A01. Network coverage
- △ A02. Stability of connection for calls
- ▲ A03. Speech quality
- A04. Speed of data connection
- ▽ A05. Stability of data connection

BUILD

- ▽ A06. Availability of cloud services



TRI*M

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▼ Far below average ▽ Below average ● Average △ Above average ▲ Far above average



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Summary

What we believe...

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Thank you

For additional questions or comments, please feel free to send us an email!

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