MORE THAN SATISFACTION
Customer Experience Management

Winning new clients is much harder and more expensive than RETENTION of existing ones. Many companies are focused on measuring customer satisfaction - although these findings are useful, they may not be sufficient, because:

- Even satisfied clients leave;
- And, those dissatisfied tend to stay;
- Neither of the two groups have uniformed members;
- Satisfied clients are good, but committed ones are even better;
- And those dissatisfied can also be a good business opportunity...

Having clients thinking that cooperation with your company is an ADVANTAGE, separates your company from all the other "good" companies. These clients are more LOYAL, less price sensitive and much more ready to RECOMMEND your company to friends and colleagues.

Profitable companies have strong relationships with the relevant stakeholder groups in their business - be it customers, employees, dealers or shareholders.

Your Questions

- *What is important to our customers and how can we retain them?*
- *Does every significant customer interaction with our company fit our strategic objectives?*
- *How can we continuously add value to customer relationships?*
- *How does business performance enhance customer retention?*
- *What is the composition of our customer base in terms of satisfaction and loyalty?*
- *How does "Word-of-mouth-Management" support the company's marketing and sales activities?*
- *What are the critical customer touch-points?*
- *What can we do internally to improve our interaction with customers?*
- *How can we make our customer management more effective and efficient?*
- *What drives customers to stay or move to the competition?*

TNS can help you better understand your processes and avoid mistakes in interactions with your customers. With over two decades of experience globally, TNS Stakeholder Management has continuously supported clients with research based on the following key insights:

- *Even satisfied customers defect, but customers who perceive that their supplier holds a big advantage over its competitors are more loyal*
- *Customer retention is critical for business success but in ways which differ by industry, or even by company*
- *Customers may talk about what they think is important, but they are not always conscious of what drives their loyalty*
- *Drivers for customer retention evolve over time and result from actions of the market players.*

TRI*M™

TRI*M provides answers

TRI*M™

Measuring Managing Monitoring

TRI*M™ is the world's leading research solution for Measuring, Managing and Monitoring stakeholder (client, employee, dealer…) relationships, crucial in determining whether or not a company is, or will remain successful.

It is a truly actionable and validated Management Information System, providing unique scores and analysis:
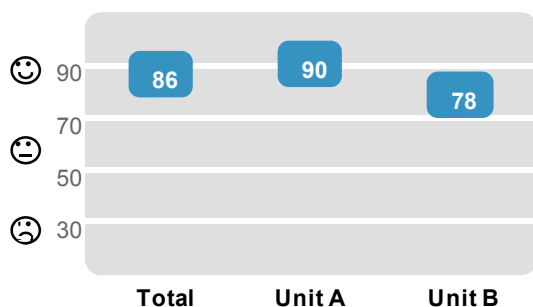
- TRI*M Index
- TRI*M Typology
- TRI*M Grid
- TRI*M Competitive Analysis

Along with it, TRI*M has extensive benchmarking capabilities, drawing on near 20,000 TRI*M studies worldwide.

The Level of Customer Retention

TRI*M Index

One number score that measures the level of customer retention

	90	86	90	
	70			78
	50			
	30			
		Total	**Unit A**	**Unit B**

TRI*M Index is one number tool (KPI) to measure and display the strength of the relationship between a specific customer group and your company.

The TRI*M Index can be used for:

- Measuring and displaying the strength of a relationship
- Management Information System (KPI)
- Monitoring changes over time
- Measuring changes across different business units / or different customer segments …
- Internal and external benchmarking
- Target Setting and bonus plans

TRI*M is flexible and multimodal, offers different possibilities and levels of analysis. It delivers individual reports for action planning across different areas of responsibility.

The TRI*M Typology describes the business situation by identifying four types of customer relationships: the Apostle, Hostage, Mercenary and Terrorist relationship – based on the two major TRI*M Index components: Satisfaction and Loyalty.

The TRI*M Typology describes the customer base and the business situation with two key focus points:

- Business Strategy Focus – to develop a strategy for retaining the customer base and grow it over time?

- Word of Mouth Focus – to measure and quantify overall word-of-mouth. Typology shows to what extent your customers are supporting the company in acquiring new customers (Apostles) and to what extent negative word-of-mouth drives them away (Terrorists).
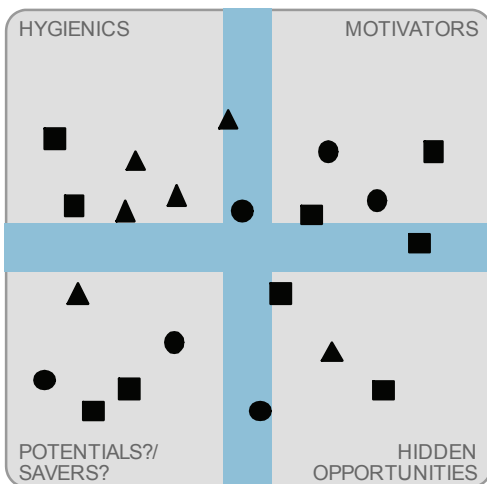
TRI*M Typology

Analysis of different types of customer relationships
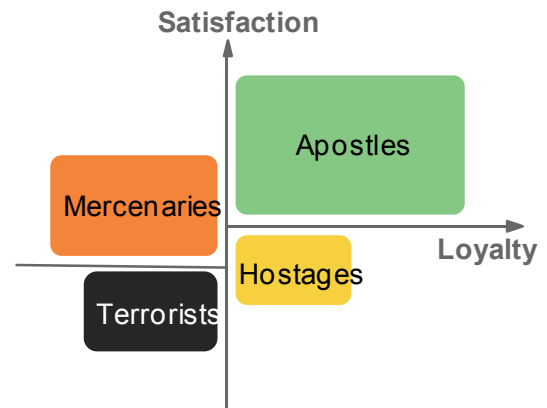
Strengths and Weaknesses

TRI*M Grid

Identification and prioritisation of performance improvement actions

HYGIENICS	MOTIVATORS
POTENTIALS?/ SAVERS?	HIDDEN OPPORTUNITIES

TRI*M analyses the drivers (individual quality elements) for customer retention using three dimensions, which are shown on the TRI*M Grid, the core of our studies.

- The vertical 'communication axis' indicates what is important to the customers and what they talk about. The 'action axis' indicates the impact on customer retention. The further right an element is situated, the stronger it drives customer retention. Finally, the symbol (triangle, cube, and circle) represents the third dimension, namely the performance of the company.

During TNS' 15 years of practical experience, the TRI*M Grid has proved to be an important management tool. It draws the management's attention to the top priority issues without oversimplifying the results. Managing directors in all industries use the TRI*M Grid to understand the numerous facets of their customer relationships, derive measures and manage the strategic alignment of the company.

The TRI*M Competitive Analysis compares the company's performance on the individual quality elements to competitors' performance.

The TRI*M Competitive Analysis is based on the idea of the SWOT- analysis to identify strengths, weaknesses, opportunities and threats of the company's customer relationship management relative to competition.

- It compares the company's performance to its competitors on a detailed element level.

- It can be used for different companies, but also for a comparison of business units within the same company, customer segments or product lines. It then is a deviation analysis between two segments or units.

TRI*M Competitive Analysis

Identification of strengths and weaknesses versus competitors
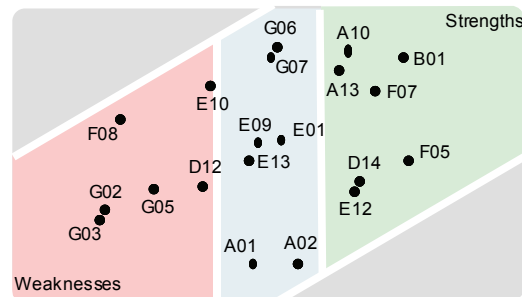
TRI*M™

The most important insights from decades of practical experience and near 20,000 projects worldwide

TNS is the world's premier provider of custom, research-based marketing information and counsel. TNS is a member of Kantar Group, which is the parent company for WPP's market research companies, and one of the world's largest research, insight and consultancy networks. WPP is one world's largest communications services groups with an annual revenue of 7.47 Billion GBP (9.4 Billion Euro) and employing 135,000 people working in 107 countries. TNS Medium Gallup is a Serbian member company of TNS, trough TNS BBSS from Bulgaria.

More about TNS and TRI*M: http://www.tnsglobal.com/business-information/stakeholder-relationship-management/