

#### INTRODUCING IPSOS LOYALTY January 2014

S 2014 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.







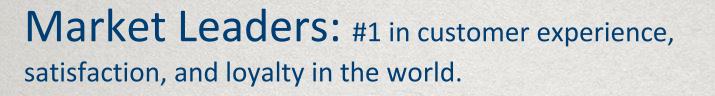


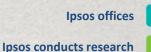
## Introducing Ipsos Loyalty

MARKET LEADERS: The #1 firm with 1,100+ fully dedicated loyalty specialists

THOUGHT LEADERS: The author of prestigious scientific papers TECHNOLOGY LEADERS: The integrator providing cutting edge technologies







Loyalty dedicated offices

**Ipsos not active** 



Publicly traded on Paris Exchange

> Local language loyalty experts in 80+ markets

#1 in most emerging markets including China

#1 Customer Loyalty Research and Consulting Firm

© Ipsos Hong Kong

4

#### lpsos

#### Thought Leaders: #1 with more books, more journal articles, more awards than any comparable firm <<Play Video!>>





#### What We Do

#### Customer Experience, Satisfaction and Loyalty Research and Consulting

Customer Understanding

Performance Management



Organizational Alignment

- Ideal Customer Experience
- Digital Voice
- Big Data Analytics

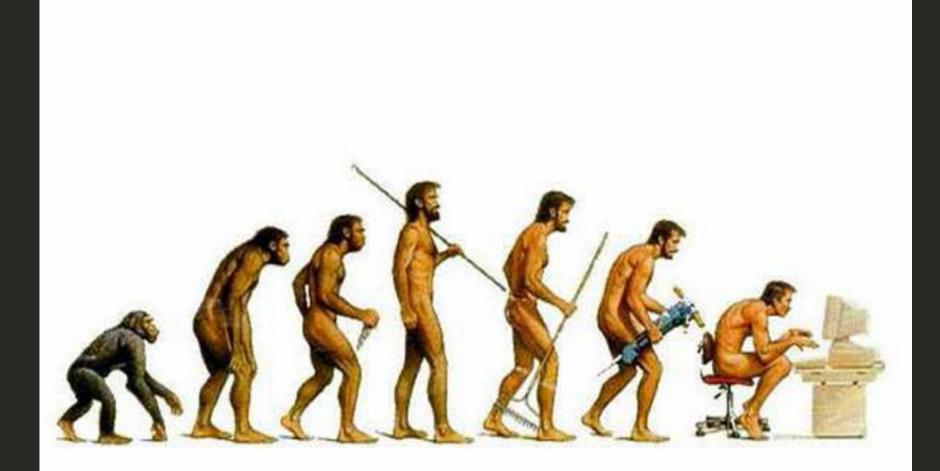
- Wallet Allocation Optimizer
- Enterprise Feedback Management
- Mystery Shopping

- Employee Relationship Management
- Loyalty Management Consulting
- Reporting and Action Management

Proprietary, proven, leading edge tools



# Evolution: Technology changed us!

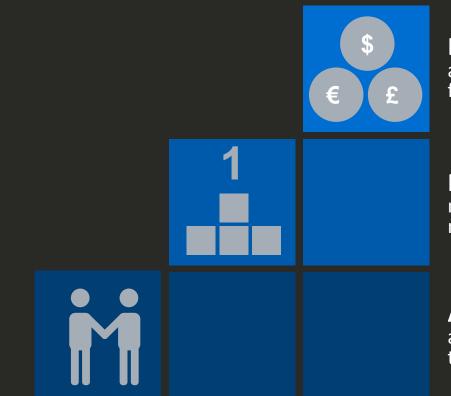


# THE EVOLUTION OF MARKET RESEARCH





### What Matters



#### LOYALTY MATTERS

and is the source of long term financial success

#### **RANK MATTERS**

more than the specific performance measure or score level

#### **ACTION MATTERS**

and broad enterprise involvement is the core of customer centricity





**Roger Sant** *Head of Global Client Solutions - Ipsos Loyalty* 

"Where's the Magic Number?" Customer Experience Measurement and Management



John Carroll III Global Head of Customer Experience – Ipsos Loyalty What is EFM and What Does it Mean for Your

**Organisation?** 



## Introducing Ralf: Kilimandjaro, Feb. 4th, 2008





# Enjoy the show!

© Ipsos Hong Kong