



INTRODUCING IPSOS LOYALTY

January 2014

Since May 2007
Since April 2013



PC-Nerd since
mid 80s



GfK GfK Sverige

2001-2007

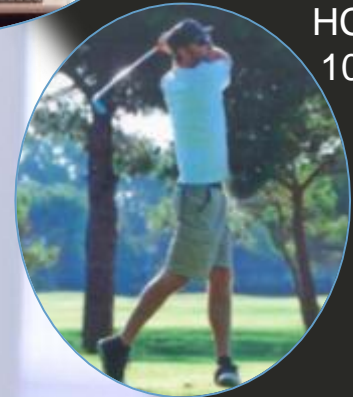


1998-2001

Dipl. Kaufmann (Uni Nürnberg)

Ralf Ganzenmüller
CEO Ipsos Germany
Global CEO Ipsos Loyalty

HCP:
10,6



1996-1997



Married with children

GfK GfK Panel Services Deutschland

1995-1996



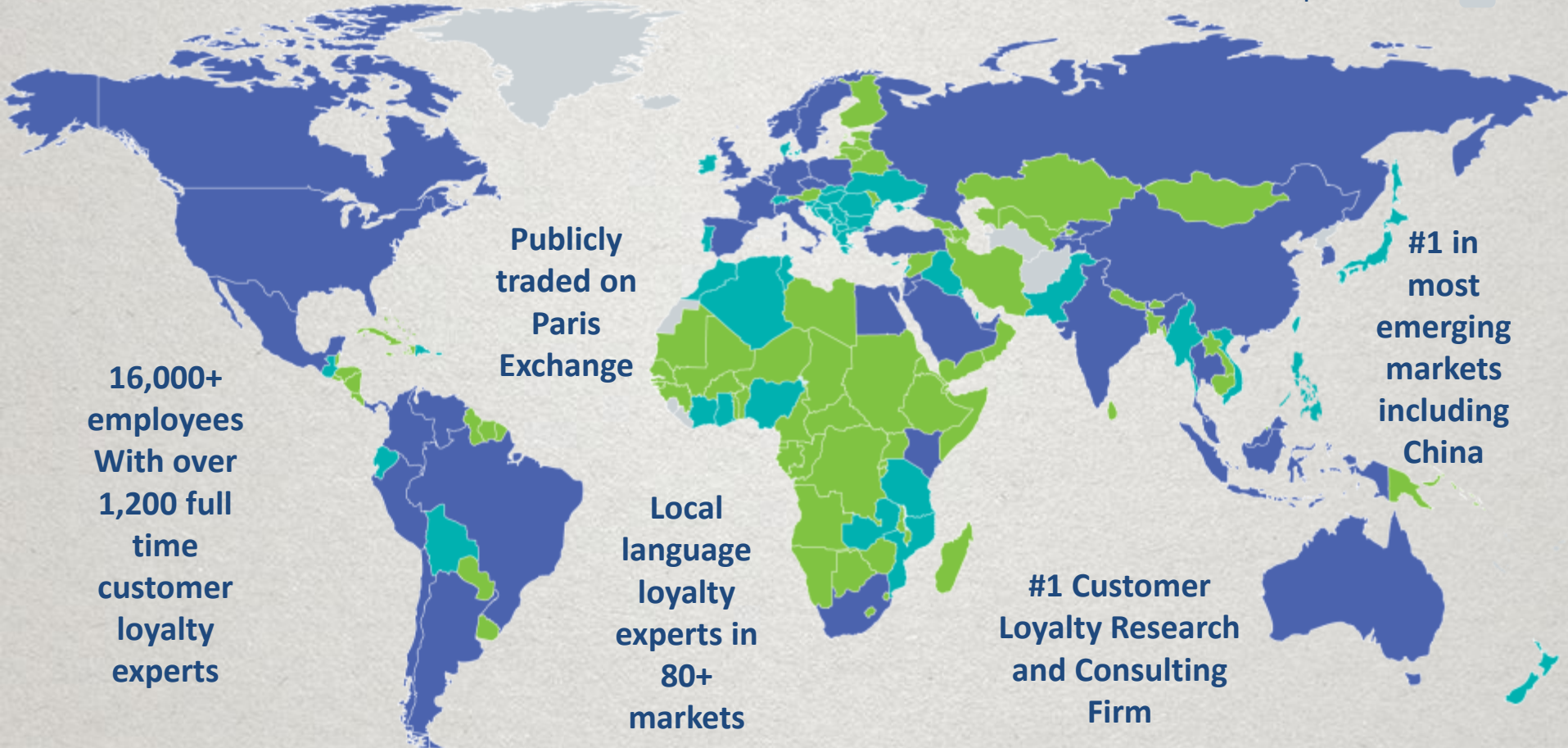
1988 - 1994

Introducing Ipsos Loyalty



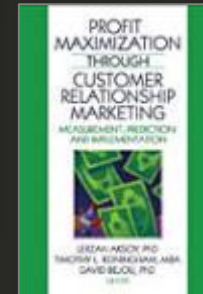
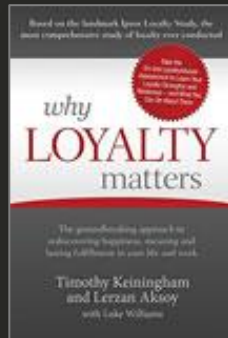
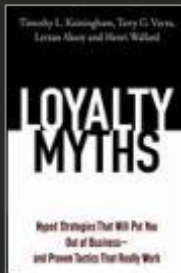
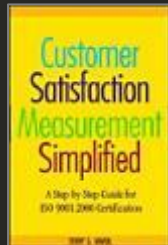
Market Leaders: #1 in customer experience, satisfaction, and loyalty in the world.

- Loyalty dedicated offices
- Ipsos offices
- Ipsos conducts research
- Ipsos not active



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

- Ideal Customer Experience
- Digital Voice
- Big Data Analytics

Performance Management

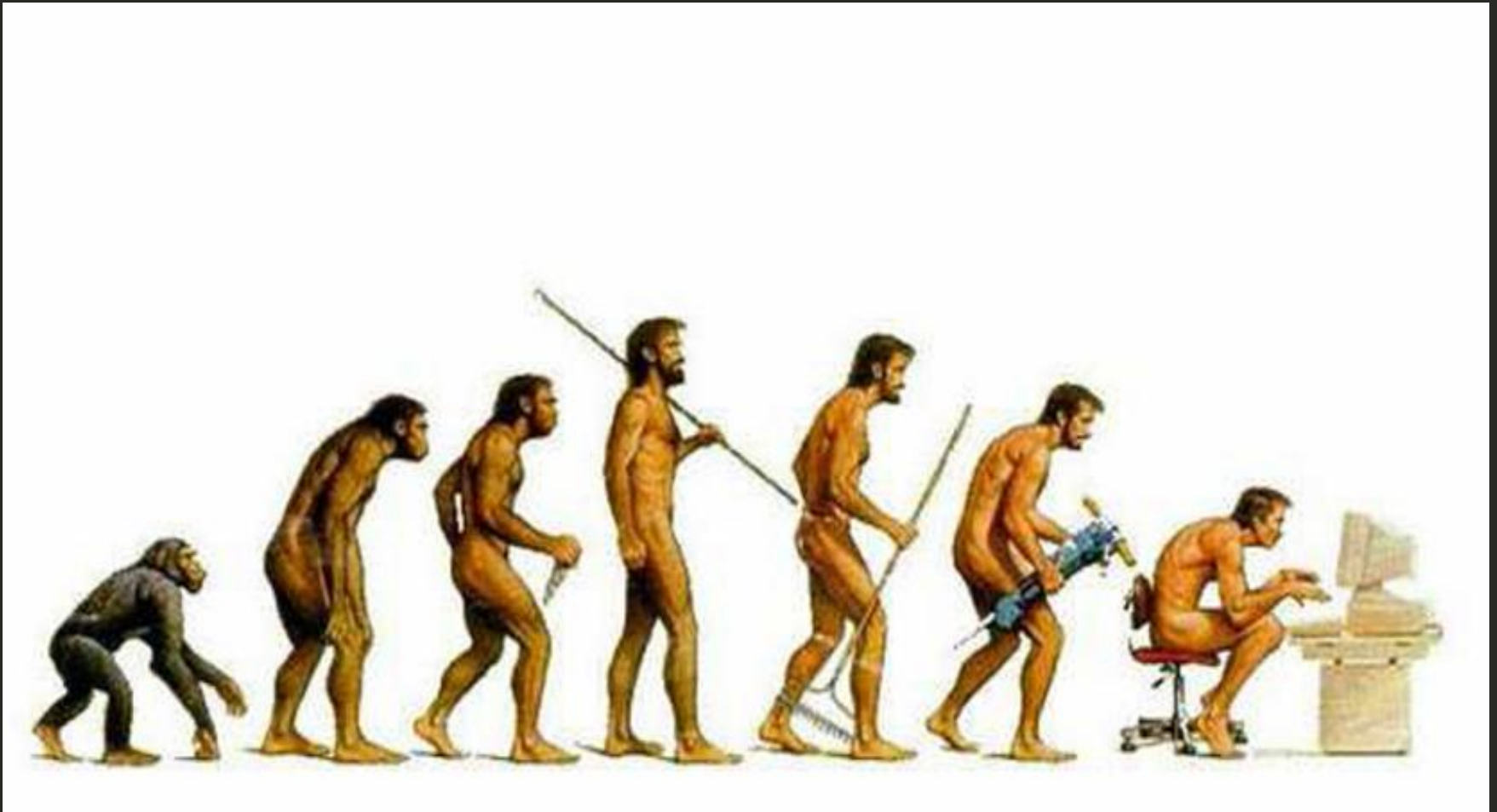
- Wallet Allocation Optimizer
- Enterprise Feedback Management
- Mystery Shopping

Organizational Alignment

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

Proprietary, proven, leading edge tools

Evolution: Technology changed us!



THE EVOLUTION OF MARKET RESEARCH

2015



DATA



+
INSIGHTS

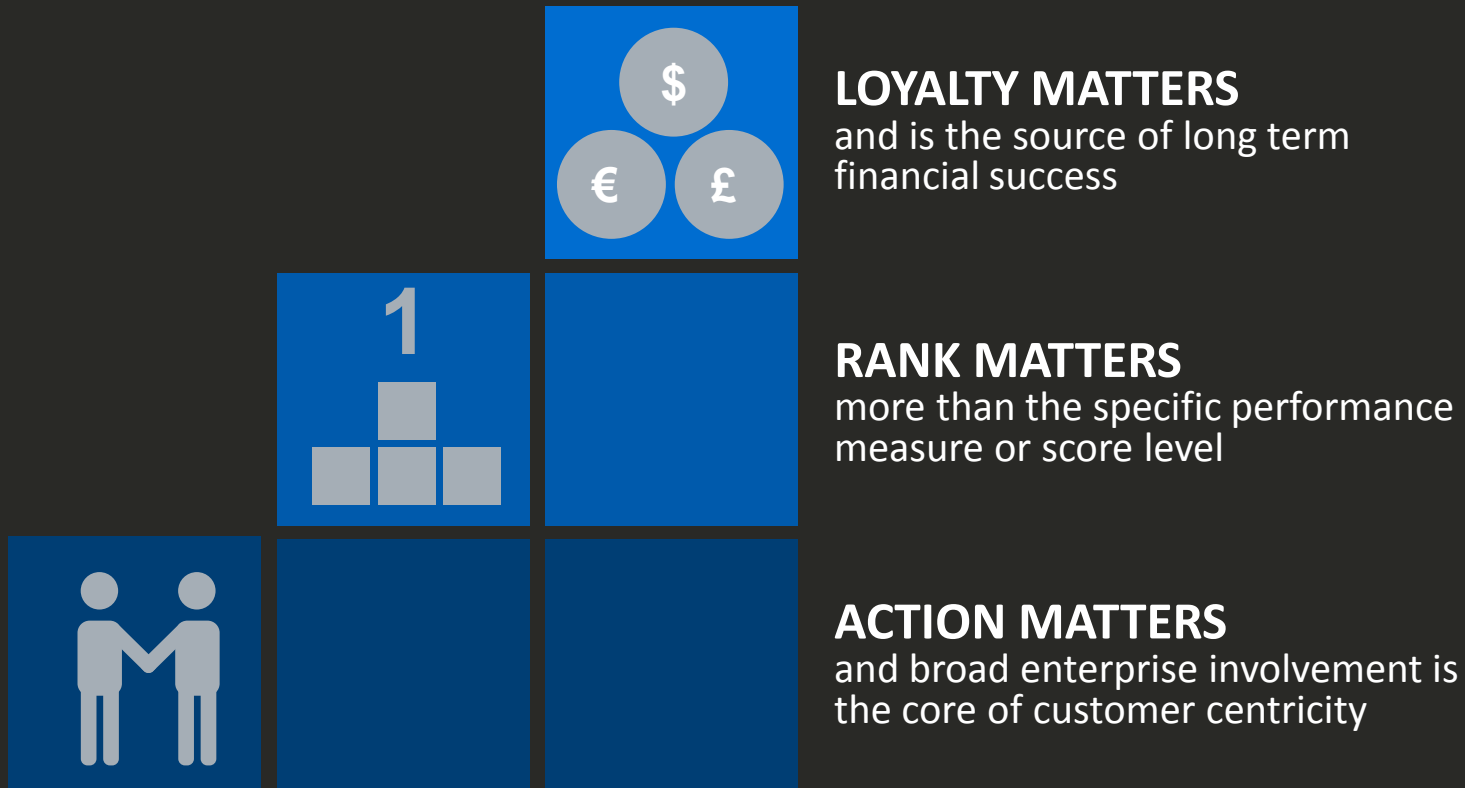


+
OPPORTUNITIES



+
Action

What Matters





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!