



Ipsos Loyalty

The Customer & Employee Research Specialists

Create Stronger Relationships

Ipsos Loyalty specializes in all matters relating to measuring, managing and improving customer relationships and employee engagement. We help our clients manage the experiences they deliver to maximize the value of both customers and employees to their organization.

At Ipsos Loyalty we pride ourselves in thinking innovatively about the products and services we develop; how we tailor and implement them; and the way we deliver clients' results that inspire change. We use all of the tools and expertise we have at our disposal to bring information together, discern key patterns and identify deliverable actions. Our solutions deliver continuous innovation, harnessing new technologies and scientific progress in consumer understanding, for instance neuroscience, biometrics and behavioral economics.

To optimize insights for your business we can fuse our survey research with client databases, transactional data, web listening, text and data-mining as well as quantitative and qualitative information. Our teams are trained to think creatively to ensure we address your business issues. Interpreting the results and recommending actions for improvement is all part of our service as trusted advisors.

With Creative Solutions

Ipsos Loyalty offers comprehensive solutions to help our clients improve and succeed in the long term:

Enterprise Feedback Management (EFM) collects customer feedback and combines it with all related data – from social media to financial. Ipsos Loyalty's portfolio of EFM solutions from the best software companies

in the world allows us to tailor software to our clients' needs. We can integrate our clients' vast qualitative and quantitative data sources to provide action planning, impact analysis, driver analysis, and predictive analytics to drive business results.

Ipsos Loyalty's Customer Journey Mapping captures detailed customer experience 'moments' throughout a specified journey to create maps that overlay attitudes and behavior. These maps guide customer experience improvement and tracking research revision.

Our customer relationship programs evaluate the overall brand relationship strength and identify which parts of the overall customer experience need to be improved and which will provide the greatest return on investment.

Ipsos' Mystery Shopping provides brands with in-the-moment feedback on their service delivery, helping them drive improvement across all customer touchpoints.

Ipsos Loyalty also offers deep-dive customer experience surveys, quality and benchmark studies, as well as a wealth of sector expertise.

We can help you to foster sustainable performance and successful transformation through our comprehensive approach to understanding how to engage your workforce and improve employee relationships.

For more information on how we can assist you to further your business objectives, contact your local Ipsos office, details at: www.ipsos.com/loyalty

About Ipsos

Ipsos ranks third in the global research industry. With a strong presence in 88 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery -. Ipsos has been listed on the Paris Stock Exchange since 1999.

GAME CHANGERS

