



Ipsos Paper Wins Prestigious International Award for Customer Satisfaction Research
Ipsos Loyalty Employees Take Home Excellence in Service Research Award for 2004
from the *Journal of Service Research*

November 15, 2004, New York, NY – A paper by Ipsos Loyalty employees that examines the positive relationship between customer satisfaction and actual share-of-wallet in a business-to-business environment won the Excellence in Service Research Award for 2004 from the *Journal of Service Research*, the leading scientific journal in service research. The announcement was made at an awards dinner recently held in Miami, FL at the American Marketing Association's Frontiers in Services Conference.

The authors Timothy L. Keiningham and Dr. Tiffany Perkins-Munn of Ipsos Loyalty and Heather Evans, an employee at a major financial services company, won the award for their article, "The Impact of Customer Satisfaction on Share-of-Wallet in a Business-to-Business Environment." The article appeared in the August 2003 issue of the *Journal of Service Research*.

The *Journal of Service Research* is considered the world's leading journal in service research. It publishes every quarter the most advanced research in service marketing, e-Service, service operations, service human resources and organizational design, service information systems, customer satisfaction and service quality, and the economics of service.

Regarding the award, Dr. Roland Rust of the University of Maryland and editor of the *Journal of Service Research* said: "This article is a prime example of research that both improves the practice of business and advances knowledge at the same time. Keiningham and his co-authors have made an important contribution."

Currently there is very little empirical research concerning the relationship between customer satisfaction and share-of-wallet. The Ipsos Loyalty research not only found that there is a positive relationship, but that the relationship is nonlinear, with the greatest positive impact occurring at the upper extreme of satisfaction levels.

Said Tom Neri, President of Ipsos Loyalty in the U.S.: "Tim and Tiffany are not only specialists in helping businesses understand, grow and nurture loyalty but widely respected for their research, views and writings in this field. We are proud to have them as members of the Ipsos Loyalty team."

Timothy L. Keiningham is senior vice president and head of consulting at Ipsos Loyalty, based in Paramus, New Jersey. His research interests include service marketing and linking service improvement efforts to business outcomes. He is coauthor of *The Customer Delight Principle*, published by McGraw-Hill/American Marketing Association.

Dr. Tiffany Perkins-Munn holds a Ph.D. in Social-Personality Psychology with a concentration in Quantitative Psychology. She is currently vice president and head of loyalty analytics at Ipsos Loyalty. Her research interest is on examining the underpinnings of social psychology and behavioral science in marketing information systems (i.e., internal reporting, marketing intelligence, and decision support systems) and marketing research using a mix of both qualitative and quantitative methods.

You can download a copy of the award winning paper at:
<http://www.ipsosloyalty.com/knowledgecenter/whitepaper.cfm>



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Ipsos conducts polling on behalf of The Associated Press, the world's oldest and largest news organization, *Business Week*, *Newsweek.com*, as well as *The Globe and Mail*, Canada's national newspaper, and the CTV network.

In 2003, Ipsos generated \$644.2 million U.S. in total revenues, of which 37% came from its North American operations. The Paris-based company was founded in 1975 and has been listed on the Paris Stock Exchange since 1999.

Ipsos Loyalty

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions. To learn more, visit www.ipsosloyalty.com