Ipsos Loyalty

Ipsos Researchers Win Awards For Articles

New York, NY, February 5, 2007 — Managing Service Quality (MSQ) journal has just announced that two of its biggest awards, Outstanding Paper and Highly Commended Paper, have been awarded to articles co-authored by Ipsos researchers. The articles were deemed to have made significant contributions to theory and best practices in the services industry.

The article receiving Outstanding Paper (Best Paper) was "A Longitudinal Examination of the Asymmetric Impact of Employee and Customer Satisfaction on Retail Sales." Its authors were Timothy Keiningham and Ken Peterson (Ipsos Loyalty), Lerzan Aksoy (Koç University), Bruce Cooil (Vanderbilt University), and Terry Vavra (Terry Vavra Associates). One of the key findings of this research was that for companies to benefit financially from improved employee satisfaction, managers must not only achieve consistent levels of satisfaction, they must also achieve performance thresholds that correspond to increased sales.

MSQ awarded "Call Center Satisfaction and Customer Retention in a Co-branded Service Context" a Highly Commended Paper distinction, meaning that it was a finalist for the Outstanding Paper award. This article was written by Timothy Keiningham and Barry Wahren (Ipsos Loyalty), Lerzan Aksoy (Koç University), Bruce Cooil (Vanderbilt University), and Tor Wallin Andreassen (Norweigen School of Management). This paper showed that there is a potential downside to co-branding in that customers may leave the primary brand if customers are dissatisfied with the co-brand partner.

Of the awards, Ipsos Loyalty Senior Vice President Timothy Keiningham, who co-authored both papers, commented, "We are honored, and view these awards as great distinctions. It is particularly gratifying to know that our work is contributing to both the science and practice of management." Keiningham praised the experience of working with MSQ, and called the journal's mandate "inspiring and thought-provoking."

Copies of the articles can be found at: http://www.ipsos-ideas.com

For more information, please contact:

Timothy L. Keiningham

Senior Vice President

Ipsos Loyalty

973.658.1719

Tim.Keiningham@ipsos-na.com

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. Ipsos Loyalty is an Ipsos company, a leading global survey-based market research group.

To learn more, visit www.ipsosloyalty.com.

Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world.

Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2005, Ipsos generated global revenues of €717.8 million ($853.8 million U.S.).

Visit www.ipsos.com to learn more about Ipsos' offerings and capabilities.

Ipsos, listed on the Eurolist of Euronext – Comp B, is part of SBF 120 and the Mid-100 Index, adheres to the Next Prime segment and is eligible to the Deferred Settlement System. Isin FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP