

Keiningham and Team Acknowledged for Outstanding Presentation at Service Conference

Ipsos Loyalty's Chief Strategy Officer Part of Winning Team

Public Release Date: Tuesday, November 17, 2009, 6:00 AM EDT



Ipsos Loyalty
The Customer and Employee Research Specialists

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.

For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>

© Ipsos Reid

Washington • New York • Chicago • Minneapolis • Seattle • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal

Keiningham and Team Acknowledged for Outstanding Presentation at Service Conference

Ipsos Loyalty's Chief Strategy Officer Part of Winning Team

New York, NY – A collaborative research team with contributions from Ipsos Loyalty has won a prestigious international conference award. Timothy Keiningham, Global Chief Strategy Officer and Executive Vice President with Ipsos Loyalty, was part of the winning team which included academics Bart Lariviere (Ghent University in Belgium), Lerzan Aksoy (Fordham University in New York), and Bruce Cooil (Vanderbilt University in Nashville). The team won the Best Practitioner Presentation Award at the 2009 Frontiers in Service Conference, held in Honolulu, HI from October 29 to November 1.

“This award is a testament to Tim’s exciting and excellent work in the field of loyalty research as well as the collaborative talents and quality of his colleagues in this case study,” said Matt McNerney, President of Ipsos Loyalty in North America. “This award continues in the tradition of excellence Tim has established in the field, and is another high point in a stellar year, including a recently published book co-authored with Lerzan Aksoy, *Why Loyalty Matters*.”

The presentation — *Because Customers Want To, Need To, or Ought To: A Longitudinal Analysis of the Impact of Commitment on Share-of-Wallet* — was a case study of AXA in Belgium.

“I want to congratulate my fellow teammates for their outstanding effort. I also want to acknowledge that our success extends beyond the four of us directly involved in the presentation,” added Keiningham. “The Ipsos team in Belgium provided the field service for the survey. So a special thank you is owed to Eveline Duquesne of Ipsos Loyalty in Belgium.”

Founded in 1992 by Roland Rust, the Frontiers in Service Conference is considered by many to be the world's leading annual conference on service research. The conference has a very global nature, and generally draws attendees from 35 countries or more from around the world. It is sponsored annually by the Center for Excellence in Service at the University of Maryland. The 2009 conference was hosted by the Shidler College of Business, University of Hawaii at Manoa on the island of Oahu.

A selection committee names the Best Practitioner Presentation Award, highlighting the work of business practitioners presented during conference.

The winning presentation addresses a business issue, demonstrating how research is applied to real-world practical situations or problems. Winning presentations are selected for being innovative and engaging while maintaining a practical and managerial approach.

For more information on this year's conference and the award, visit www.shidler.hawaii.edu/frontiers.

-30-

For more information on this news release, please contact:

Matt McNerney
President
Ipsos Loyalty
(973) 658-2161
Matt.McNerney@ipsos.com

For full tabular results, please visit our website at www.ipsosloyalty.com. News Releases are available at: <http://www.ipsos-na.com/news/>