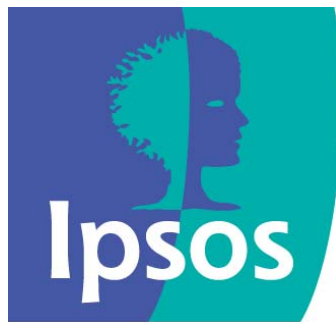


Ipsos Loyalty's Consumer Insights Get Twice the Recognition

Ipsos' Loyalty Research Specialty Nabs Two Nominations for Best Papers in Research and Service

Public Release Date: Tuesday, June 28, 2011, 6:00 AM EDT



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New York, NY, June 28, 2011 – Two research papers by thought leaders at Ipsos Loyalty have been nominated for awards as best paper in their respective fields. Tim Keiningham, Global Chief Strategy Officer & Executive Vice President, and Alex Buoye, Vice President of Analytics, co-authored the papers with a team of academics.

"It's always rewarding to be recognized for the work that we are doing," says Buoye of the nominations. "One of the overarching objectives of our research agenda has been to demonstrate empirically the linkage between the loyalty and satisfaction metrics that our clients use, and business outcomes. These nominations are great because it means the professionals across our industry also feel the research we do is important."

The first paper nominated was honored at the 2011 International Conference on Research in Advertising (ICORIA), held last week in Berlin by the European Advertising Academy (EAA). (Link to the conference website: <http://www.icoria.org/conference2011/>)

The paper explores the cumulative effect of transaction specific satisfaction. There are two types of satisfaction studies: the transaction-based study which is often used for quality control purposes, and the relationship-focused study that evaluates overall satisfaction with a

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company. While there has been a lot of research on both, academic literature has tended to focus more on the overall evaluation.

“We found that there hadn’t really been much research that looked at the two, and how an individual experience affects customer behavior within the context of their overall evaluation of the company that they’re doing business with,” explains Buoye.

Working in conjunction with Ed Malthouse, professor at Northwestern University, Lerzan Aksoy, associate professor at Fordham University, and Bart Lariviere, assistant professor at Ghent University in Belgium, the Ipsos Loyalty researchers did a statistical analysis on a large longitudinal data set from a specialty retailer. The findings were that transactional satisfaction does in fact have a positive influence. The higher a customer’s satisfaction with a specific transaction, the greater his or her share of future category spending with that company will be. On top of that there is a cumulative effect across multiple transactions.

The second paper nominated is in the running for recognition at the 20th Annual Frontiers in Service Conference to be held June 30 to July 3 in Columbus, OH. This event is hosted by the American Marketing Association. (Link to conference website:

<http://www.rhsmith.umd.edu/frontiersconference/>)

This paper was written by Keiningham and Buoye with academic colleagues Lerzan Aksoy of Fordham University, and Carly Frennea and Vikas Mittal of Rice University.



These papers are not the first significant recognition for the Ipsos Loyalty team. Tim Keiningham is a multiple award winner of previous research papers and the author of several books on the topic of consumer loyalty and satisfaction.

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