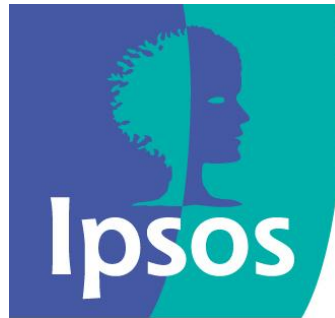


Ipsos Loyalty Names Leader for New Customer Experience Practice

John Carroll III to Leverage Latest Enterprise Management Technologies to Drive Client Business Strategies and Success

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With offices in 87 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers 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 and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,712,4 billion (2 274 M\$) in 2013.

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New York, NY – Business leaders know that now more than ever it takes effective and innovative customer experience management to optimize corporate performance. To help clients grow and prosper as they engage their employees and customers alike in this journey, Ipsos Loyalty has appointed John Carroll III as the leader of its new customer experience practice within the U.S. The appointment is effective as of February 2, 2015.

The new customer experience practice will focus heavily on enterprises with widely distributed service networks and emphasize the deployment of the latest and greatest enterprise feedback management technologies. It will include Ipsos Loyalty's retail, travel, business to business, and strategic advisory services businesses. In this position, John will be responsible for practice development and growth, including direct client service in the areas of designing and delivering customer centric transformational improvement programs.

Announcing the appointment, Alexandre Guerin, President of Ipsos Loyalty in the U.S., says: "I am delighted to be working with John more closely. His strategy consulting background, demonstrated thought leadership in customer experience, and deep knowledge of enterprise and personal technology make him an ideal choice to lead this new practice. He will be a tremendous asset to his clients and colleagues alike."

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John Carroll III brings a wealth of international experience across numerous industries. Prior to the appointment, he was the Global Head of Clients for Ipsos Loyalty, a role he held for over three years. Prior to that, John Carroll III spent several years at Synovate as the Global Head of Customer Experience. He also gained a broad range of experience helping organizations resolve critical strategic issues while working at McKinsey & Company and Deloitte Consulting.

John Carroll III is a frequent co-presenter on wallet allocation tools and techniques, principles that are outlined in a new book, *The Wallet Allocation Rule*. He earned a MBA with distinction from the Kellogg School of Management at Northwestern University and a Bachelor of Science in Foreign Service from Georgetown University with certificates in International Business Diplomacy and African Studies. He is based in the company's Chicago office.

Commenting on his appointment, John Carroll III, who was selected to be one of the Customer Experience Professional Association's (CXPA) global experts, said: "The customer experience market is hotter than ever as senior executives across sectors see real returns in actively managing customer journeys. This is a great time for customer experience."

Ipsos Loyalty is the world's largest customer experience, satisfaction, and loyalty research and advisory firm with over 1,200 dedicated client service experts location in over 40 countries.



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