

New Market Research Offer Sharpens Raw Data for a Competitive Edge

Ipsos Reid and Tell Us About Us Inc Combine Forces for New, Unique Arrangement

Toronto, ON – Marketers in Canada's retail, restaurant, service and hospitality sectors now have access to superior data collection, analysis, and insight thanks to a new arrangement announced by Ipsos Reid and Tell Us About Us Inc. (TUAU).

The new offer combines the best resources of both companies. TUAU's powerful data collection and reporting engine the OnlineKMC™ integrates data from online, interactive voice response (IVR), and mystery shopping onto one easy to use client interface. Ipsos Reid's nationwide team of seasoned research professionals are able to then translate that data into actionable and strategic insight. The result is more robust solutions for Canadian marketers.

"In a tough economy, Canadian retail, restaurant, hospitality and service businesses need accurate data and insightful analysis more than ever," says Gary Bennewies, President and Country Manager for Ipsos in Canada. "With our new offer, clients now have access to the best of both companies – TUAU's powerful store, district and divisional trend reports enriched by Ipsos' expertise in high level research consulting and questionnaire design for more actionable insight and advice."

"Our arrangement with Ipsos – the first of its kind in the marketplace – enables us to cut deep into both data and market analysis to offer more meaningful and relevant solutions to our clients," says Tyler Gompf, CEO of TUAU. "Clients will benefit from Ipsos' leading analysis backed by TUAU's award winning reporting platform the OnlineKMC™. With Ipsos' insight, our store data collection can be leveraged to guide clients in prioritizing actions and focusing training programs and marketing investment."

Traditional receipt driven programs provide volumes of data on a store, district and division basis—ideal for daily, weekly or monthly management of a company's business. Yet senior decision-makers remain challenged in pulling out the strategic insights they require to move their business forward. Ipsos takes the TUAU data to outline a roadmap for setting objectives and align the business to changing customer needs in an increasingly competitive market on a quarterly basis. Clients will have a better perspective on things such as the drivers of customer satisfaction and loyalty, which are the smartest investments, which will have the most impact on the business.

With this new arrangement, marketers also have the opportunity to more directly benefit from TUAU's customer experience measurement program, with deeper understanding of the demographics and psychographics of their customer base by category, department, need, brand, region, department, etc. Operations, customer service and marketing teams will be able to leverage the same information and work together towards aligned goals and objectives.

Ipsos provides a consultative approach to designing questionnaires that meet short-term and long-term goals and objectives. TUAU offers easy short training modules along the way to ensure each stakeholder and user of the data is engaged in the process, understands objectives and is heard and supported when needed. This not only presents a first-in-class offer, but also a strong team of client service and research professionals who can respond to questions and opportunities quickly and efficiently.

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About Ipsos Reid:

Ipsos Reid is Canada's market intelligence leader, the country's leading provider of public opinion research, and research partner for loyalty and forecasting and modelling insights. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in the country, as well as the largest pre-recruited household and online panels. Ipsos Reid's marketing research and public affairs practices offer the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information. Staffed with seasoned research consultants with extensive industry-specific backgrounds, Ipsos Reid offers syndicated information or custom solutions across key sectors of the Canadian economy, including consumer packaged goods, financial services, automotive, retail, health and technology & telecommunications. Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, visit www.ipsos.ca.

About Tell Us About Us Inc :

Since 1997, Tell Us About Us (TUAU) has been helping businesses strategically focus on customer and operational feedback as a critical success factor to drive long-term growth and profitability. As the leading full-service customer feedback provider in North America, TUAU helps organizations measure the brand experience through satisfaction surveys, mystery shopping, and 1-800 live operator support. TUAU feedback solutions help our clients to create consistent brand experiences and implement customer-centric strategies and principles. TUAU works with more than 100 trusted brands and serves organizations with over 30,000 locations in industries including restaurant, retail, financial, hospitality and call center.