

Stakeholder Management

Are you building sustainable and profitable stakeholder relationships?

How do key stakeholders view their relationship with your company?

What do customers, employees, business partners, shareholders and the general public expect from you?

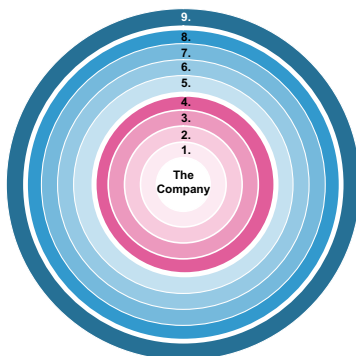
How can you manage these key stakeholder relationships profitably?

The most profitable companies have strong relationships with stakeholder groups such as customers, employees, business partners, shareholders and the general public. In today’s fiercely competitive business environment, stakeholder management is decisive in determining whether or not a company is and will remain successful.

Good relationships with customers and business partners, a healthy corporate reputation, committed employees and efficient internal processes define the winners in today’s global economy.

At TNS, we evaluate relationships with a range of stakeholders externally, including customers, suppliers and shareholders, as well as management and employees internally. Our experts specialise in customising research to each specific stakeholder group within the context of your industry or sector.

Managing the relationships of groups which have a stake in your company



The Company - Internal

- 1. Management
- 2. Employees
- 3. Strategic Partners
- 4. Internal Departments

The Environment - External

- 5. Customers
- 6. Distributors
- 7. Suppliers
- 8. Shareholders
- 9. Corporate Reputation



Our expertise

TNS Stakeholder Management research is centred around three core areas:

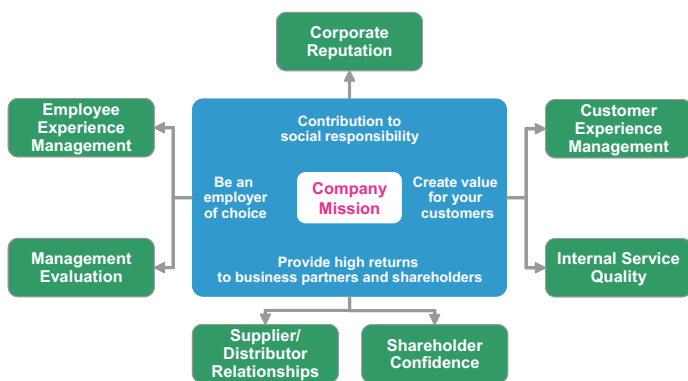
Customer Experience Management (CEM) – helps you to satisfy customer needs, increase customer retention and optimise business performance and profitability.

- Strategic CEM uses customer feedback to identify ‘moments of truth’, prioritise actions and improve processes, so you can optimise overall business performance by developing a more customer-centric strategy.
- Tactical CEM uses transaction research to provide immediate feedback on different points of interaction such as product delivery, the after-sales service and retail environment, so that adjustments to daily customer interactions can be made rapidly.

Employee Experience Management – employees are a company’s most important asset today and employee surveys are a cost effective method for organisations to develop their performance capabilities and gain competitive advantage. TNS provides insights into the workplace climate and recommends improvement measures.

TNS also offers value added tools such as 360 degree measurement, and supports the monitoring of actions through a customised portal.

Corporate Reputation Management – corporate reputation is a key strategic and intangible asset, critical to a company’s long-term competitiveness. It brings substantial benefits to a company in terms of its workforce, capital, sales and referrals. TNS helps companies manage their corporate reputation using information collected from surveys of key stakeholder groups.



The need for active Stakeholder Management stems from your company mission.

TNS provides insight and consultancy to help you optimise stakeholder relationships through a holistic system based on measuring, managing and monitoring:

Measuring – it is true that you can only manage what you measure

In a rapidly evolving environment, it is just as important to track how committed your stakeholders are on a long term basis as it is to be aware of the experience of each stakeholder after every significant interaction.

Managing – we translate measurement into action

To create a lasting impact on stakeholders, actions must be firmly based on relevance and sustainability. TNS experts use feedback from your stakeholders to help you define and prioritise actions aimed at strengthening relationships.

Monitoring – continuous evaluation of improvement actions

An effective change process requires continuous assessment by managers and ongoing feedback from participants. TNS can work together with you to develop key performance indicators and evaluate the progress of these initiatives.

Our Solution

TNS has developed TRI*M™, a strategic management information solution designed to measure, monitor and manage multi-channel relationships and optimise your company’s corporate reputation, employee and customer experience management.

TRI*M™ is a world-class solution which:

- allows holistic measurement, management and monitoring of stakeholder relationships
- is tailored to your company and specific stakeholder groups
- provides real insights to help detect any weaknesses and improve stakeholder relations
- monitors company performance over time, relative to its industry, country and region
- has extensive benchmarking capabilities, drawing on over 16,000 TRI*M™ studies worldwide
- has been used by over 1600 clients globally including 59 of the Fortune 100 companies in the past 3 years

Why choose TNS

- Comprehensive Stakeholder Management research expertise with local experts across 80 countries
- Our research is underpinned by a world-class business solution to help optimise corporate reputation, employee and customer experience management
- Our Global TRI*M™ Centre is at the forefront of industry developments
- Proven ability to convert insight into action

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions. TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour.

TNS is the world’s leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management and Retail & Shopper. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

TNS is the sixth sense of business™

For further information or to discuss how TNS Stakeholder Management can help your business, please get in touch with your usual TNS contact, see our website www.tnsglobal.com, or contact:

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