



C³: The Customer in Three Dimensions

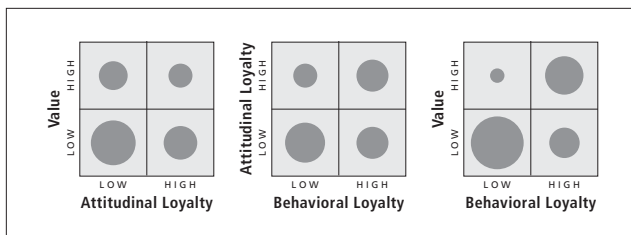
Measuring customer loyalty without regard to financial impact is short-sighted. Customer loyalty is something to value, but what is the financial value and contribution of customer loyalty to your business? Having a strong measure of profitable loyalty ties directly to the success of your enterprise.

Customers make decisions in an ever-changing competitive environment—one that continuously shapes their loyalty and profitability. The single question approach to understanding customer loyalty is unable to provide a clear picture of the customer’s world. Their loyalty is important for your business. Understanding how their loyalty translates into profitability is vital to your success.

That is why Ipsos Loyalty has developed C³—a robust methodology that examines all dimensions of the customer loyalty and profitability equation.

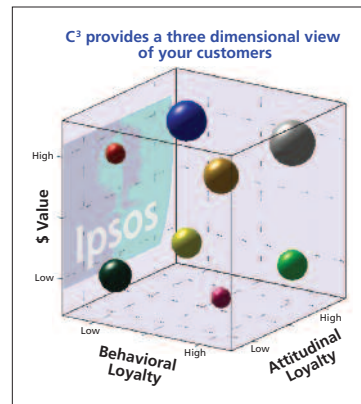
C³ is a multi-dimensional methodology that brings together the three key components that connect loyalty to profitability – attitudinal loyalty, behavioral loyalty, and customer value. The result is a rich yet easy-to-understand model that pinpoints your opportunities and challenges. You get a three-dimensional view and a comprehensive understanding of your customers’ loyalty and its impact on your business... Yes, we’re talking dollars (and euros, pounds, and yen) here.

Viewing All Perspectives



Traditional two dimensional views for understanding customer loyalty do not take into account that loyal customers can be and often are unprofitable. Likewise, customers can

rank high on behavioral loyalty yet low on attitudinal loyalty, and vice-versa.



The world is not two-dimensional. Examining it only from two perspectives will cause you to miss what is on the horizon. We know from experience that important discoveries are always made when we look toward the horizon – and beyond – exploring all dimensions. A robust, enterprise-wide perspec-

tive is always best. Measuring profitable loyalty works the same way.

Bringing It Together

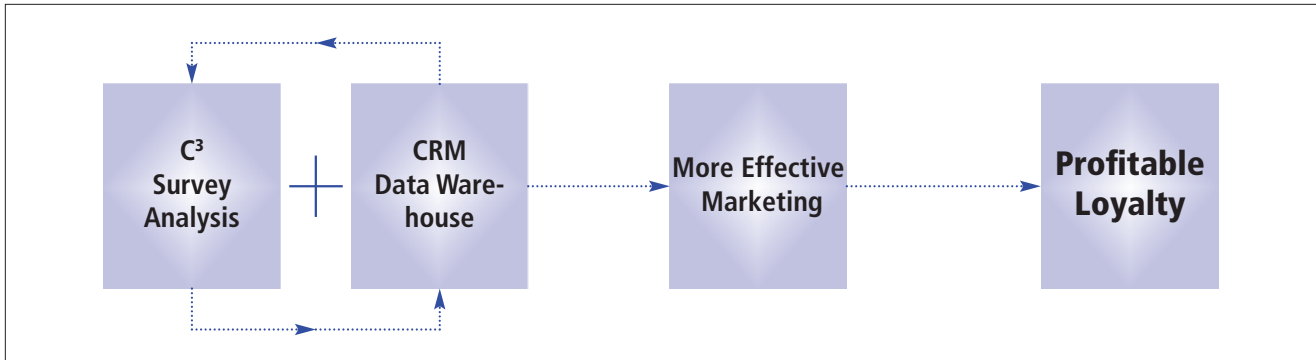
Ipsos Loyalty provides a comprehensive view of your firm’s customer base. We take an enterprise-wide approach to the factors of customer loyalty that impact profitability and provide data that informs your decision making with the goal of increasing your profits.

The first step in making an accurate and actionable assessment is to identify your Profitable Loyals – those customers high in value, behavioral loyalty, and attitudinal loyalty.

Second, Ipsos Loyalty uses segmentation-based driver analysis to provide the actionable findings that marketers want in order to better address the needs of identifiable customer segments and increase their lifetime value.

Finally, C³ information links to your CRM database, not only permitting greater understanding of surveyed customers, but others as well.





Focused Research, Robust Results

C³ is about seeing your customers in all three dimensions. You get statistically rigorous segmentation that is highly correlated and relevant to your business. The results are in segments (your existing segmentation or our data-driven segmentation) that you can actually use, allowing you to put the information into action and make better decisions at a faster rate. And they are focused on driving **profitable** loyalty for your business.

Three dimensional results for three dimensional business decisions – C³ offers you actionable information to help you fully understand, develop, and grow your percentage of profitable customers.

Ipsos Loyalty

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.ipsos.com/loyalty.

For more information

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Ipsos Loyalty
The Customer and Employee Research Specialists