

TNS is focused on understanding its clients

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Focus is the keyword for TNS South Africa going into the future, says Pete Storrar, Director: Client Service. The company has always been valued for its quality of research, but Storrar explains that the aim now is to take this further and add more value by tailoring all work to the specific needs of clients.



Pete Storrar

To begin with, this has meant that TNS has clarified and simplified its KPIs and has centralised the need to understand each client's business to help them make critical business decisions. Storrar notes that the best way to learn about clients is to spend time with them. As such, TNS has created a new position in its business for the 'developers' - a significant proportion of properly trained staff whose role it is to spend up the majority of their time with clients to develop a deep and intimate relationship.

This is critical because not only is it necessary to understand the trends in each client's industry, but Storrar also believes that it is essential to take into account each individual client situation, and go deeper than industry expertise. He points out that across one specific industry, such as FMCG, each business model is unique, from the involvement of stakeholders and the way in which they must be spoken to, through to the competitive context and the impact this has. By having staff assigned to developing such client-specific understanding, it not only builds on relationships, but allows TNS's researchers to, once again, focus on its own expertise and hone in even more on what it is clients want and need.

It is with this in mind, and with TNS's plan for a more focused approach in dealing both with clients and with research itself, that it is in prime position to maintain its lead in the research game. Storrar explains that such a strategy makes TNS more efficient and will mean clients will see results from a truly innovative research company.

He finishes by saying that research is sometimes relegated to the sidelines when critical business decisions are made for a variety of reasons. The intention with TNS's focused approach will be for research to take its rightful position and add real value in business decision making based on a deep understanding of the industry and an intimate relationship with the client.

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TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

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