

# TRI\*M management information system now available in South Africa

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Effective customer relationship management defines the winners of today's global economy. Profitable companies have strong relationships with the trade, their business partners and their customers. Yet, most managers lack a simple, current measure of the status of their business relationships across multiple channels.

At RS (Research Surveys) we are constantly monitoring the environment for the best products and research solutions to meet our Clients needs. Our affiliation with TNS, the world's second largest marketing research company provides us with access to some of the best thinking and products available. As part of this affiliation, we are proud to be able to now offer the TRI\*M management information system in South Africa.

TRI\*M is the key to measuring, monitoring and managing multi-channel relationships in the 21st century. It is one of the world's most successful stakeholder management systems.

- Over 6,000 studies by more than 1000 companies around the globe
- Represented in more than 70 countries
- \$US 41 million worth of TRI\*M studies were sold in 2003
- Used by more than 1/3rd of the 100 biggest companies in Western Europe
- A normative database with over 4.5 million customer satisfaction interviews using TRI\*M

In addition, the Global TRI\*M center is a central hub connecting more than 300 people in offices around the world and providing access to expertise across a diversity of business sectors and constant innovation through Client feedback and interaction from the TRI\*M network.

A sample of TRI\*M clients internationally include Deutsche Telekom, Red Cross, TGI Friday's Volvo Truck, Vodafone, Credit Suisse, Commerzbank, Ciba, SAP, Kohler, Audi

## What it offers:

As a holistic system, TRI\*M can be used by virtually any company to create, organise and implement a stakeholder management system with the flexibility to accommodate organisational change.

- TRI\*M is tailored to your individual needs. Every company is provided with its own unique programme, offering a truly actionable management information system
- It offers a one number tool that enables continuous monitoring and benchmarking, providing key metrics for the Balanced scorecard.
- It delivers an index that acts as a high level summary of the strength of your relationship with each of your stakeholder groups - comparable over time, against valid norms, on a country, regional and industry level
- It has extensive benchmarking capabilities, drawing on over 6000 TRI\*M studies worldwide
- It provides a key driver analysis which helps discover motivators for the relationship and hidden opportunities which can be developed to become USPs for the future
- It delivers individual reports for action planning across different areas of responsibility

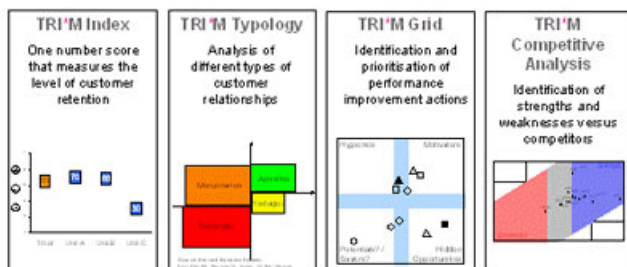
- It tracks trends over time and across business units
- It is replicable worldwide and is applicable for all companies whether in the business-to-business or business-to-consumer markets

Since the recent acquisition of NFO by TNS, TRI\*M is now also able to integrate the Conversion Model™, the worlds leading measure of commitment, to its suite of deliverables. Thus, in addition to the measures of business performance that TRI\*M provides, can be added a measure of psychological commitment to the organisation or brand.

TRI\*M is not about reporting customer survey findings. TRI\*M zeroes in on the action necessary to manage relationships profitably. It provides market intelligence you need to strategically allocate resources, monitor the performance of business units and manage your bottom line.

To find out more information about TRI\*M, contact Mark Molenaar at Research Surveys - 021 913 0500.

### The four TRI\*M Analysis tools



The Global TRI\*M Centre 2004

### Customer Retention

#### The TRI\*M Index

The TRI\*M Index is a single number score that measures the level of customer retention.



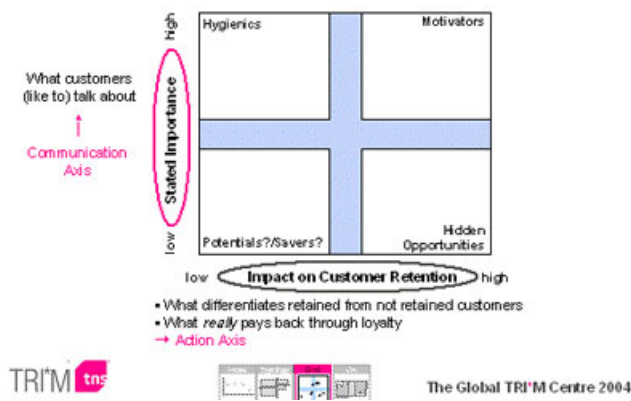
The Global TRI\*M Centre 2004

How customers experience the business performance of the company – the TRI<sup>®</sup>M Typology describes the customer base with four relationship types built on these customer experiences.



TRIM Grid –

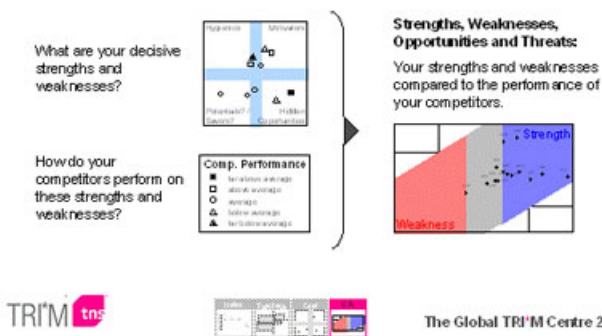
### Identifying Key Drivers of Customer Relationship



## TRIM Competitive Analysis -

### Explanation

The TRI<sup>™</sup>M Competitive Analysis compares the company's performance on certain aspects to competitors' performance.



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