

KANTAR TNS.₇

IMPROVING CUSTOMER'S EXPERIENCE



INDIAN OCEAN • EAST AFRICA

KANTAR TNS SUPPORTS YOU IN YOUR CLIENT'S STRATEGY

Experiential marketing has become the first tool for loyalty and differentiating brands. On top of this objective, keeping your clients happy is also about making your team proud of what they're doing and giving meaning to everyone's work. To enchant the customer's experience, we have at our disposition tools to identify the best improvements and control their implementation.

Kantar TNS accompanies you on 3 steps, based on the use of measuring and analysis tools that allow to make the:

1

SITUATIONAL ANALYSIS

- What is the actual customer's experience?
- Is this experience in phase with the brand promise? Does it meet their expectations?

2

DEFINE PRIORITY IMPROVEMENTS

- In terms of international organisation
- Internal training
- Innovation and Digitalisation

3

CONTROL THEIR EFFICIENCY

- Satisfaction
- Loyalty
- Engagement

OUR TOOLKIT AND EXPERT ANALYSIS

NOS OUTILS

KANTAR TNS has more than 20 years of experience in providing tools in the Indian Ocean. With the emergence of digital platforms and new technologies, we have set up interactive tools, made specifically for each companies.

CUSTOMER'S JOURNEY STUDY

The customer journey has become multi-channel. This study allows the identification of the touchpoints in this journey and moments of truth on which your efforts need to be focused to enchant or re-enchant customers

CUSTOMER'S SATISFACTION STUDY

The customer's satisfaction study allows to meet active or occasional clients as well as potential clients. This will allow the identification of their expectations, and evaluating their experience in terms of products and services.

MYSTERY VISITS AND OPERATIONAL AUDIT

Mystery visits allow the measurement and control of operations, respect of quality standards as well as the weaknesses of your service.

EMPLOYEE ENGAGEMENT STUDY

The experience is the fruit of labour and interactions with your team. Their motivation and engagement to your brand are important to the success of your brand. The regular evaluation is proposed through our E-VOX platform.

FEEDBACK MANAGEMENT

The collection of client's feedback after each transaction at point of sales or online, with our C-VOX platform, allows to react quickly and correct operational problems.

CLIENT'S DATABASE ANALYSIS : SEGMENTATION AND CRM

Data mining allows to better understand one's clientele, to segment it to develop new offers and prepare CRM tools.

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is the largest research agencies worldwide, we provide powerful insights on how to unlock the moments that will help you flourish.

Present in over 90 countries, we are part of Kantar, one of the world's leading data, insight and consultancy companies.

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Part of ANALYSIS group in the Indian Ocean, we also deliver executive training in partnership with Paris-Dauphine University and Sorbonne Business School (IAE Paris 1).

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