



Ipsos Loyalty OptimizerSM

Segment customers and develop strategies for optimizing loyalty

Get the Total Customer Perspective

Ipsos Loyalty *Optimizer* is a state-of-the-art analytical framework that gives an overview of how all aspects of your strategy work together to influence customer loyalty. *Loyalty Optimizer* identifies customers who can be influenced and provides detailed strategies for how to influence them.

This three-tier approach can help you :

- Measure loyalty and devise loyalty segments
- Identify and understand the causes of both loyalty and disloyalty
- Identify strategies to move customers to target segments

Measure Loyalty and Devise Loyalty Segments

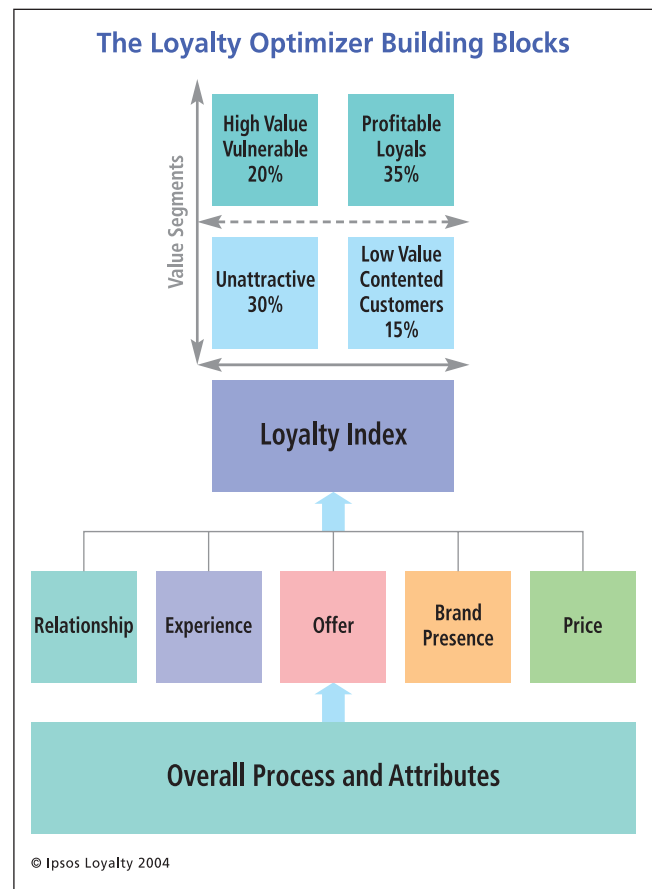
We use key attitudinal and behavioral measures to give each customer a loyalty score. Used together with customer value, we can identify your profitable loyals, and tell you how secure your customer base really is. This can be compared to competitors, compared across segments or allocated to your customer database.

Identify and Understand the Causes of both Loyalty and Disloyalty

Loyalty Optimizer measures the contribution of all aspects of loyalty. We look at all the factors you can control: Brand Presence, Offer, Experience, Relationship and Price, to give you a clear picture of how each of these influences both loyalty and disloyalty.

Identify Strategies to Move Customers to More Desirable Segments

Taking into account personal and market factors, we can identify *how many* and *which* customers you can influence. We can then show which marketing or operational strategies are likely to be successful.



About Ipsos Loyalty

Ipsos Loyalty is the specialized division of Ipsos dedicated to improving business performance through proactive management of customer and employee relationships.

At Ipsos we believe nobody's unpredictable.

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Ipsos Loyalty
 The Customer and Employee Research Specialists