

# Customer Satisfaction Tracking

*Moving at the speed of the customer*

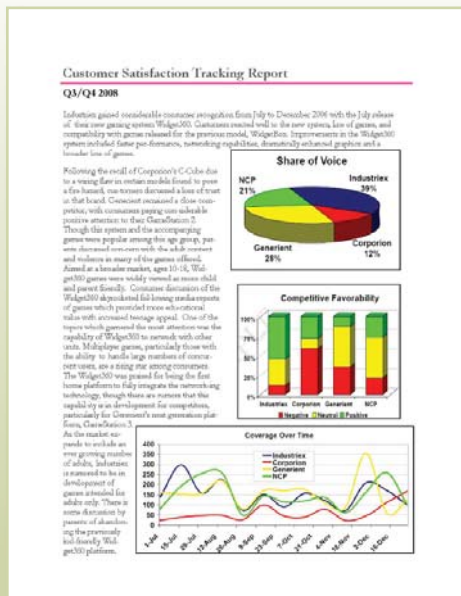
In today's competitive global marketplace, success is defined by how satisfied customers feel about all aspects of their relationship with your company. Criteria ranging from product quality and durability to service quality and brand perception can either strengthen or undermine the relationship.

All these issues are discussed and debated in blogs, discussion boards, and other forms of social media. Any consumer researching a buying decision in your category can find these evaluations. The good news is you can also see it. Consumers are telling you what aspects of the product, service or message you need to improve. They are telling you where your competitors are vulnerable. They are telling you their unmet needs which may lead to new breakthrough products.

## TNS Cymfony Customer Satisfaction reports answer questions like:

- What features, benefits and ideas are consumers engaged about in your category?
- What market conditions and issues have the greatest impact on consumer preferences and opinions?
- Why do consumers buy certain products and services? What barriers do they face?
- What unmet needs do consumers have that may lead to new breakthrough products and services?

**TNS Cymfony**  
identifies the most significant opinions and trends about your products, services and messages.



## Gain opportunities to delight customers

TNS Cymfony's Customer Satisfaction Tracking Reports benchmark seven standard attributes plus you'll have almost unlimited flexibility to define additional attributes that are unique to your product or company.

TNS Cymfony will also track the ratio of customers endorsing your product versus those recommending against it.

The specific consumer comments and suggestions will give you clear direction on how to improve these areas.



## TNS Cymfony Advantages

### Access the greatest breadth of content

TNS Cymfony provides you with the greatest breadth of content from over 200,000 local, regional, and international media outlets, in addition to over 50 million blogs and tens of thousands of message boards, usenet groups and online opinion/review sites.

### Customized for your needs

Of course, every organization's needs are unique. TNS Cymfony's team of experienced analysts will work with you to customize a tracking and measurement strategy for your specific business requirements. As your business needs evolve, your dedicated account manager will make sure these reports continue to provide the valuable data and insights you need.

### Award winning technology and expert analysis

Maestro, Cymfony's 3rd generation listening and influence platform, integrates innovative Natural Language Processing (NLP) technology with expert analysis to identify the people, issues and trends impacting your business – at the speed of the market. Maestro's online dashboard gives you instant access to up-to-the minute reports and TNS Cymfony analysts will assist you in interpreting the findings to help you meet your business goals.



## Start with a program that's right for you

### Choose an audit for a one-time snapshot

TNS Cymfony's three month audit scans a select group of top traditional and social media sources to provide a baseline view of your current position in the market.

### About TNS Cymfony

TNS Cymfony, a market influence analytics company, scans and interprets the millions of voices at the intersection of social and traditional media. TNS Cymfony works with marketing, research and PR professionals worldwide, offering a range of packaged services that address areas such as social media strategy, consumer opinions and trends, customer satisfaction, PR measurement, and reputation management.