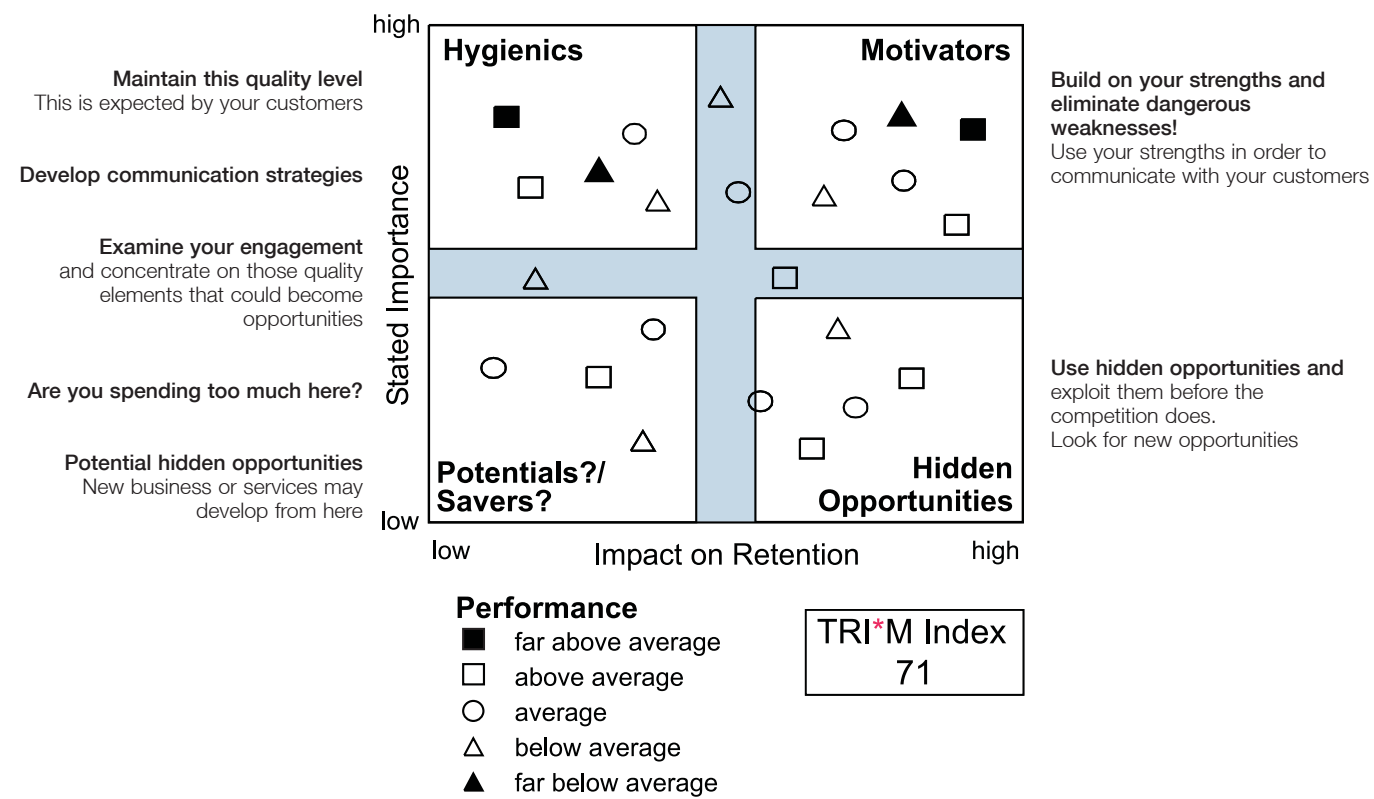


**The TRI\*M Grid identifies the key drivers of the company's business performance**



**3. A TRI\*M Grid** - a key driver analysis which shows strengths and weaknesses so you can identify and prioritise actions. Different attributes are positioned on the grid according to whether they fall into the quadrant of Motivators, Hidden Opportunities, Hygienics or Potentials/Savers. Furthermore, the performance on each attribute is rated so, for example, you are able to prioritise an attribute which is recognised as a Motivator, but where you are performing far below average.

**About TNS**

TNS is a leading global provider of market information. We collect, analyse and interpret information to help our clients better understand the needs and wants of their customers. We provide research, advice and insight on market segmentation, advertising and communications, new product development, brand performance and stakeholder management. We are also one of the leading providers of social and political polling.

From our global network, which spans 70 countries, we provide local expertise and knowledge, together with internationally consistent information and analysis to multi-national organisations.

TNS is listed on the London Stock Exchange (TNN).

For further information, please contact your usual TNS representative or email us at the address below.

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[www.tns-global.com/trim](http://www.tns-global.com/trim)

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# Measuring, managing and monitoring stakeholder relationships

## TRI\*M™ - the solution for Stakeholder Management

### Why is Stakeholder Management important?

Stakeholder Management is decisive in determining whether or not a company is, or will remain, successful. Profitable companies have strong relationships with the relevant stakeholder groups in their business, be it customers, employees, dealers or shareholders. Yet, most managers lack a simple, accurate measure of the health of their business relationships across multiple channels.

Stakeholder Management is concerned with actively and effectively managing these important relationships.

Strong customer relationships, committed employees and successful relationships with suppliers, shareholders and other stakeholder groups define the winners in today's global economy.

That's where TRI\*M from TNS can help. TRI\*M is a management information system which is key for measuring, monitoring and managing multi-channel relationships. Whether customers, employees, suppliers or shareholders, each of these stakeholder groups has to be managed to optimise business performance.

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 as a management information system

TRI\*M is a comprehensive platform for Stakeholder Measurement, Management and Monitoring. It:

- delivers an Index which acts as a high level summary of the strength of your relationship with each of your stakeholder groups - comparable over time, against valid norms, both on a country, regional and industry level
- tracks trends over time and across business units



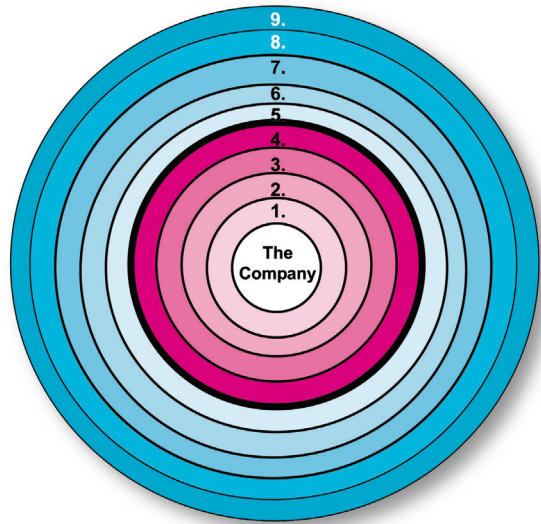
- is replicable worldwide and applicable for all companies whether in the business-to-business or business-to-consumer markets

TRI\*M is one of the most successful systems for organisational improvement in the Stakeholder Management area.

The TRI\*M system incorporates three key dimensions:

1. **Measuring:** you can only manage what you measure
2. **Managing:** translating measurement into action, by implementing fact-based change
3. **Monitoring:** continuous evaluation of cause and effect is the only way to ensure actions have the desired impact and take further corrective action if necessary.

**TRI\*M manages the relationship across all interest groups that have a stake in the company - from internal groups through to external relationships**



**The company - internal**

- 1. Leadership
- 2. Employee commitment
- 3. Strategic partner/supplier
- 4. Internal service quality/process optimisation

**The environment**

- 5. Customer retention/satisfaction
- 6. Channel/retailers/distributors
- 7. Shareholder confidence
- 8. Supplier partnership
- 9. Corporate reputation

**The benefits of TRI\*M**

TRI\*M is tailored to your individual needs. Every company is provided with its own unique programme, designed specifically to be in tune with its business environment and management objectives. It is particularly unique in that it:

- is a truly actionable Management Information System
- offers a one-number tool that enables continuous monitoring and benchmarking, providing key metrics for the Balanced Scorecard
- has extensive benchmarking capabilities, drawing on over 6,000 TRI\*M studies worldwide
- offers a TRI\*M Typology for determining customer management strategies or Human Resources policies

- provides a key driver analysis which helps discover 'Motivators' for the relationship and 'Hidden Opportunities' which can be developed to become USPs (Unique Selling Points) for the future
- delivers individual reports for action planning across different areas of responsibility
- shows the personal commitment the brand has in customers' minds using TRI\*M-Conversion Model
- can offer a Global Leadership Guarantee from the Global TRI\*M Centre

**The Global TRI\*M Centre**

The Global TRI\*M Centre is a dedicated centre of excellence which guarantees that you are at the leading edge of Stakeholder Management. It acts as the hub of the TRI\*M network which consists of more than 300 locally based TRI\*M experts in 70 countries. Because our network is at the forefront of industry developments, we can ensure that TNS' clients are served by the market leader in Stakeholder Management.

The Global TRI\*M Centre is dedicated to:

- Continuously developing and implementing the latest methods in Stakeholder Management
- Conducting client workshops
- Training our specialists
- Promoting knowledge-sharing amongst our TRI\*M experts worldwide
- Enriching the TRI\*M database with benchmarks and TRI\*M experience
- Coordinating the global TRI\*M network
- Innovating and customising TRI\*M to better benefit our clients' needs

**Benchmarking**

TRI\*M can draw upon data gathered from more than 1000 clients worldwide and this information is recorded in the TRI\*M database. The database includes several thousand TRI\*M Indices and is a huge knowledge base which enables us to interpret company specific results. With more than 6,000 studies and over 10 million interviews it is a powerful tool for setting improvement targets, so you can see how you are performing in relation to your category, country, region etc.

**TRI\*M's deliverables**

Each TRI\*M study offers a consistent set of tools which are customised to the study, whether for employee commitment, customer retention or corporate reputation.

They are:

1. A TRI\*M Index - a one number score which measures the intensity of the relationship for internal and external benchmarking and monitoring.

TRI*M Index - Global Benchmarking					
Customer Retention					
	Bottom 10%	Bottom 33%	Mean	Top 33%	Top 10%
World	51	65	71	78	89
North America	59	71	75	82	90
Europe	50	63	69	77	87
Asia	50	62	67	73	86
Employee Commitment					
World	37	52	59	66	81

Excerpt from TRI\*M Database

2. A TRI\*M Typology - an instant overview of the situation with regards to the relevant stakeholder group.

