

# New product development and innovation.

## **Customer Business Challenge**

- A service provider had access to new technology with unlimited possible consumer application. They approached TNS to explore consumer needs, narrow the potential choices and refine the offering.

## **Approach**

- TNS developed a two-phased approach to identify winning components, explore key purchase drivers, build the best service packages, size the potential market, and provide guidance on charging and pricing.

## **Solution/ Customer Benefits**

- TNS developed an optimal mix of services to offer
- Identified two positioning strategies to market the services
- The client's was able to understand what consumers value in absolute and relative terms
- Resultant offering will help re-define the image of the provider in the minds of targeted consumer groups