TNS Announces Strategic Alliance with Intellidyn

Contributed by TNS
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TNS to create new global Customer Intelligence Consulting practice

London. November 12th 2007 â€“ TNS, a world leader in market insight and information, today announces that it has entered into a strategic alliance with Intellidyn, a US database marketing and analytic services company focused in the financial services sector.Â This alliance gives TNS a strong position in â€œcustomer intelligenceâ€•, a growing market information sector that blends demographic and financial data with behavioural and attitudinal research, to provide clients with deeper insights into consumer behaviour and identify profitable new customer opportunities.Â

By merging TNSâ€™ data resources and market research strengths with Intellidynâ€™s database marketing and analytic expertise, TNS intends to create a new global practice entitled TNS Customer Intelligence Consulting, which will provide added insight to financial services clients, helping them streamline their customer acquisition, cross-selling and retention programmes.Â Over the medium term, TNS expects to extend its customer intelligence consulting model into the retail and telecoms sectors.

Headquartered near Boston in Hingham, Massachusetts, Intellidyn has compiled a comprehensive and up-to-date transaction, financial, demographic and behavioural database in the US.Â It has created a new platform to provide clients with access to detailed data across the US combined with advanced analytics.Â This approach delivers new, fact-based marketing programmes that have achieved increased returns on investment.Â

Dave Moxley, Managing Director of TNS Customer Intelligence Consulting, said: â€œThis alliance with Intellidyn gives us an excellent foundation for a new global practice in customer intelligence.Â Clients want us to help them be more successful through analysis of the information we gather and this strategic alliance significantly enhances our ability to deliver actionable insights.Â Intellidyn has a reputation for solving problems and identifying market opportunities for financial services clients in North America.Â By combining our expertise and data with those of Intellidyn, we will be able to offer a valuable consultancy service and make even more powerful recommendations.Â We aim to build a global customer intelligence capability around this alliance, focusing at first on Intellidynâ€™s expertise in finance and then moving on to other growth sectors.â€•

Peter Harvey, CEO and President of Intellidyn, said: â€œIntellidynâ€™s data resources include demographic and financial information, while TNS specializes in behavioural and attitudinal data.Â Working together, we can combine all of these sources of data to bring greater added value for clients and we can extend our model to other industry sectors on a global basis.Â Our association with TNS adds immense value to our ability to bring fact-based strategies to more industries and play a direct role in creating direct-to-consumer campaigns for a wider client group.â€•

Leading brands in financial services, and other industries such as telecoms and retail, have made major investments in customer relationship management. But many companies have failed to realise the promise of increased customer loyalty and market share. Intellidyn is an acknowledged expert in using consumer data to drive tailored advertising and promotional messaging that is relevant, timely and compelling.Â Working with Intellidyn, TNS can lift customer response, cross-sell and acquisition rates. Intellidyn and TNS can provide fact-based market expansion plans to help clients achieve lower marketing costs, higher performance and improved profitability.

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