

TNS Wins New Contract with Unite

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London, UK, 18 February 2008: TNS has secured the contract to deliver a unique integrated study into employee commitment for leading student accommodation provider UNITE.

The study, starting soon, will examine employees' overall commitment, needs and attitudes via an online campaign, enabling UNITE to further enhance its people-focused business model. It will run alongside the existing customer retention study which TNS' Stakeholder Management team has delivered for UNITE since early 2006.

The new commitment study will be supplemented by a broader external stakeholder study which will examine the views of universities and local authorities in the 30 UK cities where UNITE operates.

Gemma Camp, Head of Stakeholder Management for TNS UK, comments: "We have applied an integrated approach to stakeholder management for UNITE, covering the three key groups of customers, employees and external stakeholders, in order to provide cutting-edge insight across all those who influence the success of a leading business. In today's marketplace, understanding and managing the drivers behind all of your stakeholders is crucial to keeping ahead of the game" and we are confident that this advanced approach will help UNITE to maintain its leading position in the UK marketplace.

Joe Keating, Business Research Director, UNITE, continues: "We have had very successful results from the initial customer retention study delivered by TNS, and the team was the obvious choice to deliver this integrated employee commitment project. People are the heart of business, and many organisations ignore this at their peril. The people-focused solution TNS has developed will equip us with crucial information and understanding to help propel the business forwards" and we're very excited to be embarking on it together.