TNS Infratest And MAN Nutzfahrzeuge AG Win BVM Award For ‘Best Study 2009’

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The Bundesverband der Deutschen Markt- und Sozialforscher, BVM (Association of German Market and Social Researchers) presented the â€œPreis der Deutschen Marktforschungâ€œ (Award of German Market Research) to TRI*M Customer Retention study.

TNS Infratest and MAN Nutzfahrzeuge AG were honoured with the award for the â€˜Best Study 2009â€™ for their MAN Retention study at the highly prestigious German Market Research Awards.

This is the fifth year the Association of German Market and Social Researchers has honoured outstanding performances in market research at a Gala at the BVM Congress.

The â€˜Best Study Awardâ€™ recognises exceptionally innovative and creative new studies in our industry and the interested general public. Studies need to be methodologically sound, adequate and actionable. A specific focus is put on results of the study and the resulting gain of knowledge and insights, as well as economic success.

MAN Nutzfahrzeuge AG and TNS Infratest GmbH applied for this category with the MAN Customer Retention study. The aim of this project was to increase customer retention and profitability through analysis of customer touch points.

A special analysis of â€œMoments of Truthâ€• (MoT) and the International â€œCustomer Retention Indexâ€œ (CRI) were cost e combined into an actionable instrument. This enabled the client to examine the bundled drivers from different perspectives within the organisation.

â€œAlong with the successful validation of the study design, we were able to verify the influence of measuring customer retention indicators on profitability of different branches. Here we see a distinct positive correlation to the measured degree of customer retentionâ€• states Dr. Peter Pirner, divisional head automotive research at TNS Infratest.

â€•Bundling of context related quality elements provided the ability to discover possible weaknesses that appeared at vital interaction points.Â The customer touch points labelled â€œMoments of Truthâ€• can now be evaluated and checked upon year as strategic key performance indicators formed of customer opinions.

This instrument used to implement quality standards and to increase profitability has been established in practise, as well as at the management and branch levels of MAN Nutzfahrzeuge AG. Additionally to increase customer retention, the four prioritised â€œMoments of Truthâ€• are the assessment criteria for an international service competition with MAN, the â€œMAN Service Quality Awardâ€•.

About TNS Infratest
TNS Infratest is a member of the TNS Group (Taylor Nelson Sofres, London) and belongs to one of the largest market research and consulting businesses worldwide.

TNS Infratest is a full service market research company.Â We offer our clients a unique product and service portfolio, with customised solutions that answer all the important marketing issues they face.

Our expertise comes from a profound knowledge of industry and markets. We provide high quality research and professional consulting services.
For more Information visit www.tns-infratest.com

About MAN
MAN Nutzfahrzeuge Gruppe, headquartered in Munich, is the largest company within the MAN Group and one of the leading international suppliers of efficient commercial vehicles and innovative transport solutions.

In the fiscal year 2008, with 36.000 employees, more than 96.000 sold trucks and over 7.200 sold busses and bus frameworks branded MAN and NEOPLAN, MAN achieved revenues of 10.6 billion Euro.

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