

Client relationships, the starting point and the centre of effective research

Issued by [Kantar](#)

24 Mar 2014

Focusing on client relationships and understanding each client's business intimately must be at the centre of any successful business, according to director: Research at TNS South Africa, Kim Larsen. TNS has taken this to heart, and Larsen explains that this means having programmes of work designed around each client's business needs and challenges, and developing workable means of overcoming these to achieve real results.

In order to achieve this, Larsen emphasises TNS's mission to have the right people in the right roles - so that client-centric people are matched with clients, while those with the most expertise at research level can focus on working out the best research design to suit individual clients. It is also about pairing clients with experts who have a deep understanding of their particular industry - whether it be FMCG, telecoms, media or automotive, for example - to further ensure that the work done fits well with the client's business identity and related requirements.



Kim Larsen

Linked to this, Larsen adds that to ensure each client is given the attention they require, TNS also boasts dedicated research teams, each solely assigned to one of the company's several larger clients, depending on expertise. This means that each team is afforded the time and space to work on relationship building with the client at every level, from design, to analysis and right through to delivery.

With these practices in place, TNS is well-positioned to have a real impact for its clients in finding effective ways of dealing with challenges, combatting erosion from competitors and driving incremental growth.

About TNS

TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

TNS is part of Kantar, one of the world's largest insight, information and consultancy groups.

Please visit www.tnsglobal.com for more information.

About Kantar

Kantar is the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. By connecting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 28,500 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at www.kantar.com.

- **The Blueprint for Brand Growth. An evidence-based framework that defines the future of marketing** 15 May 2024
- **South Africa shines in the global 2024 Kantar Creative Effectiveness Awards** 25 Apr 2024
- **Creative trends 2024: Crafting effective digital ads** 1 Feb 2024
- **Navigating media trends in 2024: adapting strategies for consumer engagement** 25 Jan 2024
- **10 marketing trends for 2024** 5 Dec 2023

[Kantar](#)

KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients **understand people** and **inspire growth**.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>