

Innovation at TNS launches iGETu

Issued by [Kantar](#)

25 Jun 2014

TNS's aim across its offerings is to be able to tell each of its clients honestly, 'We get you', which in turn can help them to 'get' their own clients better. The essence of this way of thinking is that TNS constantly strives to improve its understanding of its clients' businesses, and in turn find better ways of delivering the insights they need.

With this in mind, TNS's Innovation team has developed iGETu - an offering that promises to be 'right there with you to better understand your moments, your contexts'.

In keeping with the worldwide trend to move forward with the help of mobile technology, it is perhaps no surprise that the latest offering draws from this deep pool. The mobile device is quickly becoming the most popular and widespread mode of communication regardless of socio-economic status and profile. More and more people are performing business, social and consumer transactions on their mobile phones and, given the 'always on' status of mobile phones, it makes sense to use these devices in the research mix.

When incorporating mobile phone technology into research, the following benefits are experienced: most surveys are completed within 24 hours of receiving the SMS or call to action, making 'in-the-moment' surveys more of a reality; it is easier to connect with hard-to-reach segments of the population; and bigger sample sizes can be reached in less time. TNS has already had success conducting surveys in this manner and clients have seen these benefits firsthand.

The question is, if these benefits are already known and surveys have already been conducted using mobile technology, what makes iGETu a unique offering? TNS's research expertise means that it is not just about collecting more data using a different technology. It is about understanding the type of strategic insight this technology allows. For TNS, it is about combining an understanding of a client's business need, with the ability to have consumer conversations that reach those consumers in a different way - closer to the moment of truth than ever before.

As is the case with other data collection approaches, design for mobile research requires careful consideration of the length of the interview and the target respondent that needs to be reached. However, in the world of mobile research, where the research is delivered to a personal device, it is also essential to think about the types of devices respondents may have, how a survey will fit onto the device screen, whether the phrasing of the survey is fit for the medium, and on which platform the survey will be delivered.

Remaining on the topic of platforms, mobile surveys can also be implemented in several different ways, depending on considerations such as the sample definition and reach, the budget, survey design and data delivery requirements, and the desired time frame. TNS has tested WAP (Wireless Application Protocol), IVR (Interactive Voice Recording), SMS (Short Message Service) and USSD (Unstructured Supplementary Service), which together represent the four main platforms for mobile research in emerging markets. It is worth noting that while mobile survey apps also represent a useful platform for mobile surveys, the African continent is by and large not ready for this yet, given the continuing prevalence of feature phones over smart phones.

TNS's growing expertise in the mobile space, underpinned by a track record of research excellence, places it in the ideal position where iGETu represents an innovative technology that enables new - and better - insight into consumer behaviour. Just another way that TNS 'gets' its clients and in turn helps them 'get' their own business space better.

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.

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