

TNS EX·A·MINE[™]

DataFusion

Building a bridge between
data sources



Comprehensive Customer Insight

Are there different survey data in your company?



- Many companies have **plenty of studies**
 - in different departments
 - regarding various questions
 - as a result of participating in Multi-Client-Studies
 - ...
- Usually these data are analyzed separately, but ...
 - ➔ Does it really provide a **comprehensive insight** into your customers?
 - ➔ Do you gain statements about the **importance of the various aspects**?
 - ➔ Can you obtain an **extensive understanding** of your customers' preferences in different situations?

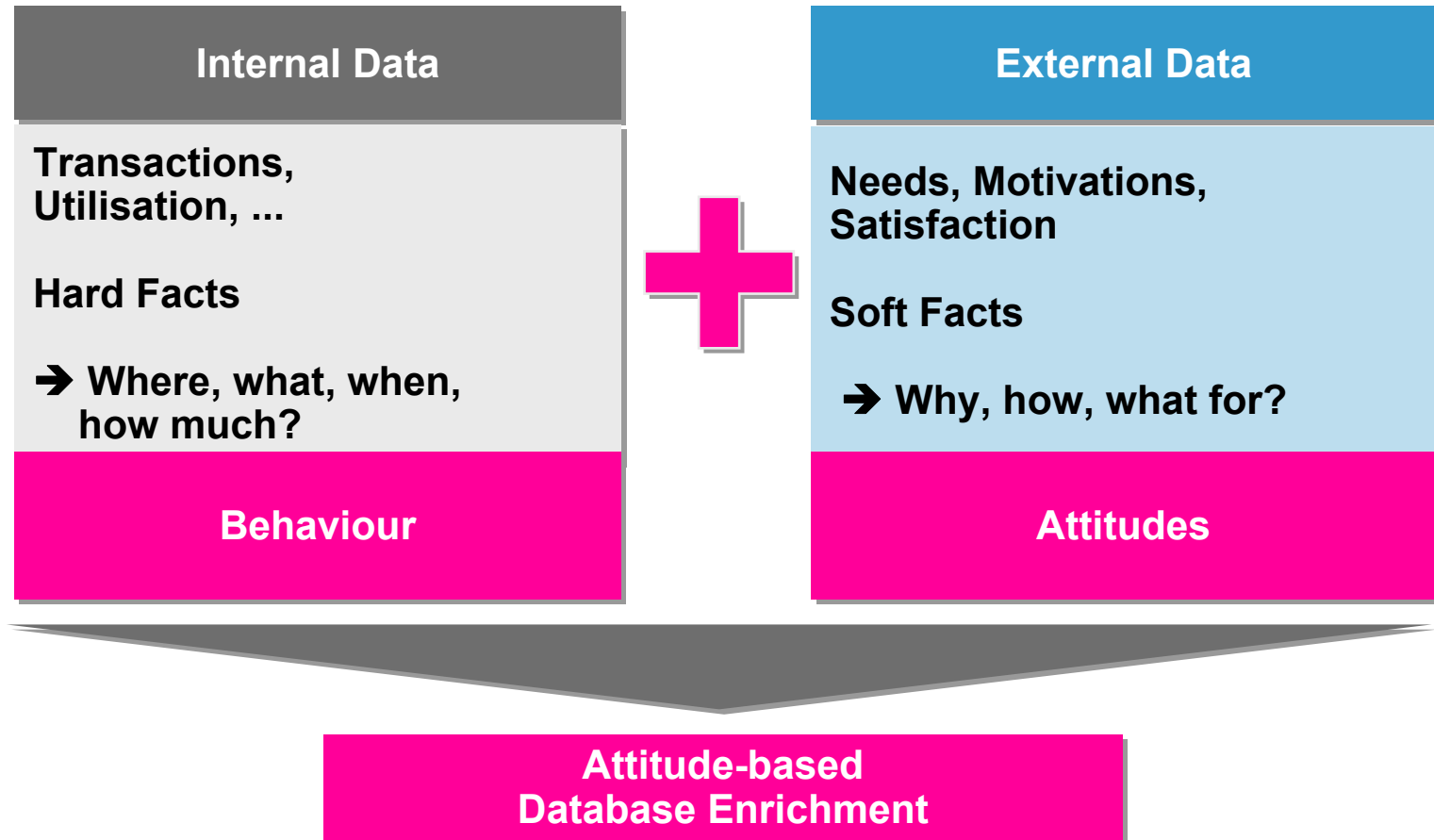
TNS EX·A·MINE™ DataFusion

Why DataFusion is interesting for you

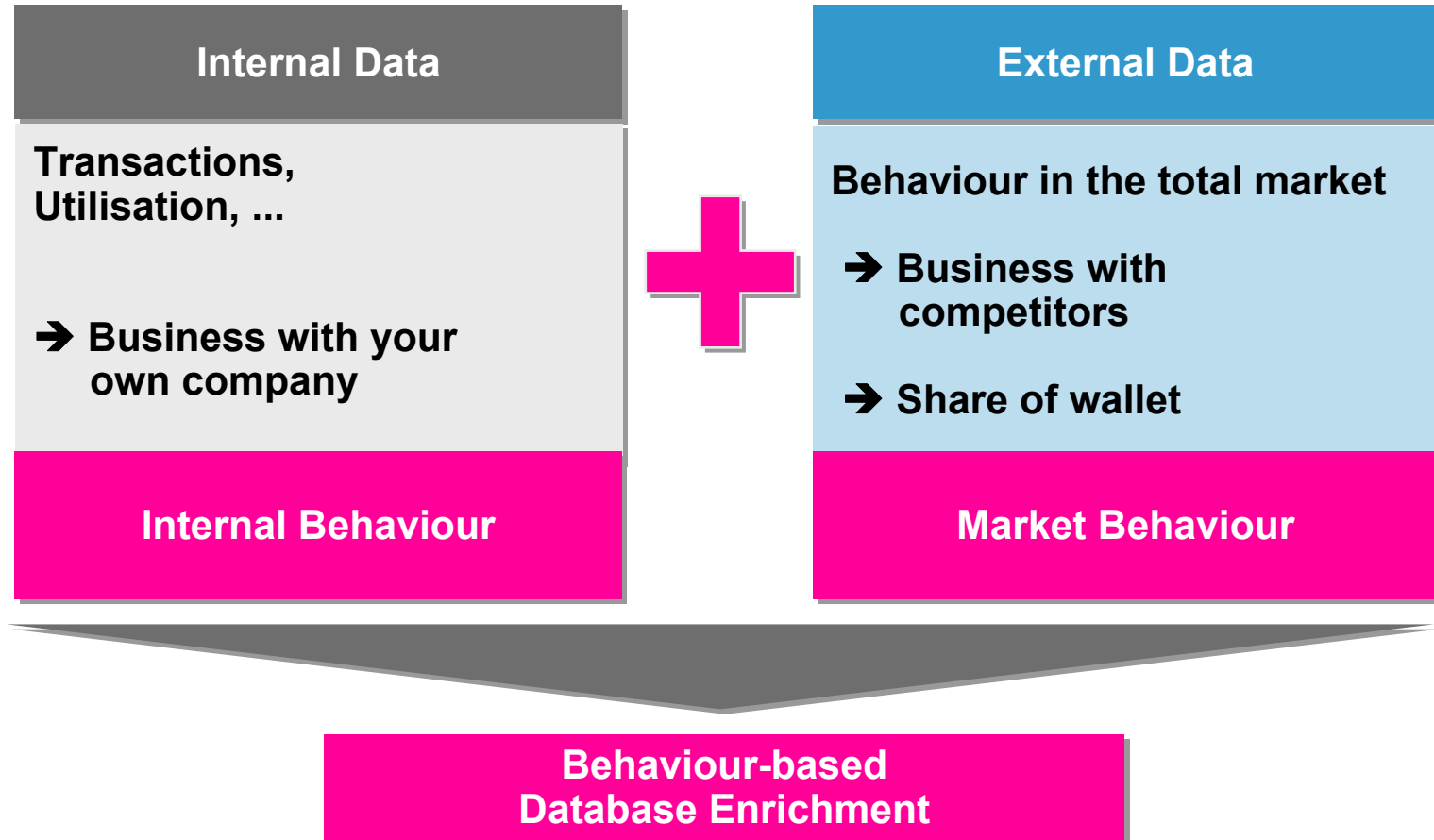


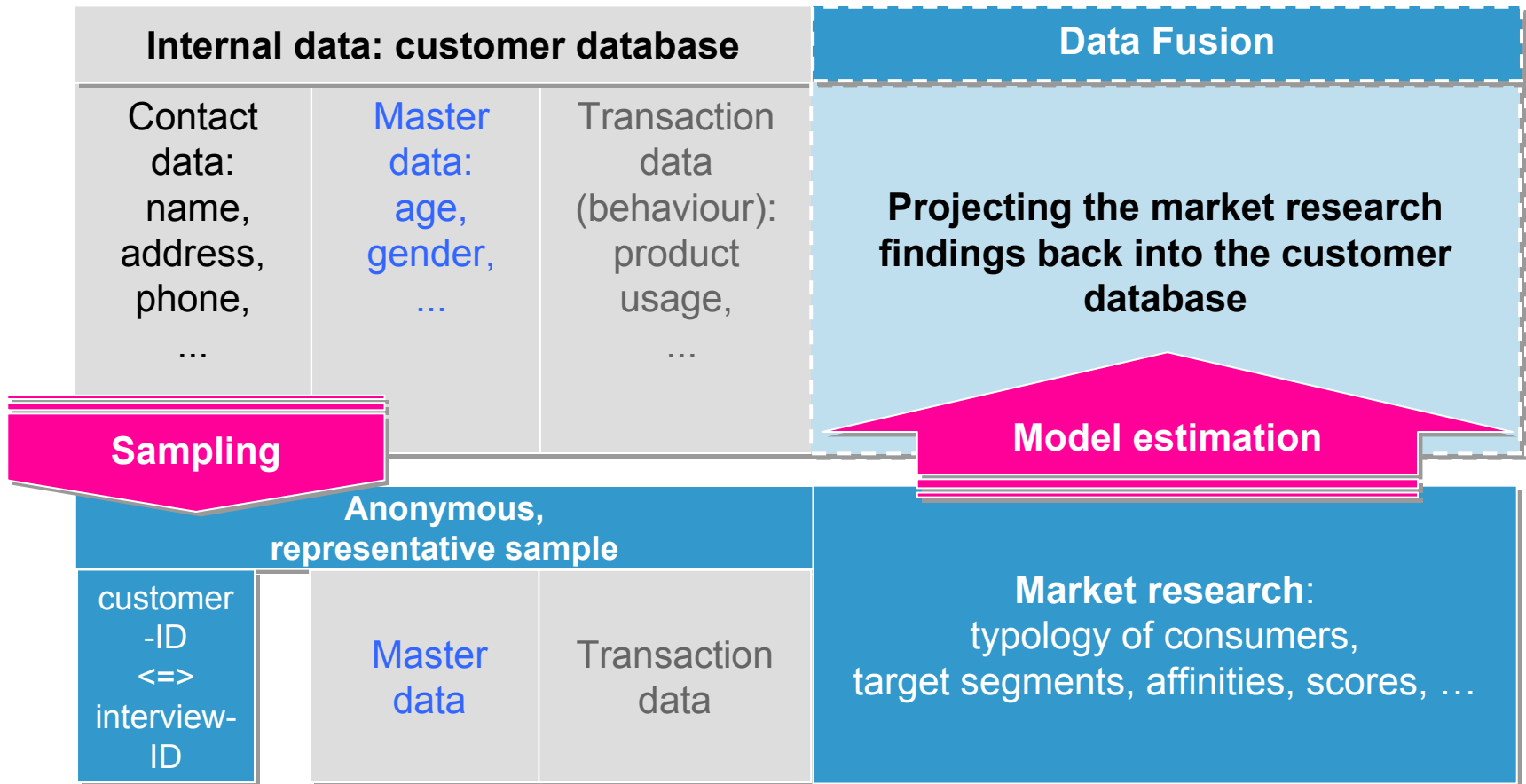
- Relevant information for your company is often included in various data sources. DataFusion is building a bridge between these data sources to allow for **holistic analyses**.
- Results of market research studies (e.g. scorings) and your own **customer databases** can be integrated.
- You can collect **additional data** at a later date and analyse it simultaneously with the existent data.
- **Complex questionnaires** can be separated into different groups of respondents, but still be analysed simultaneously.

DataFusion enriches internal data with attitudes



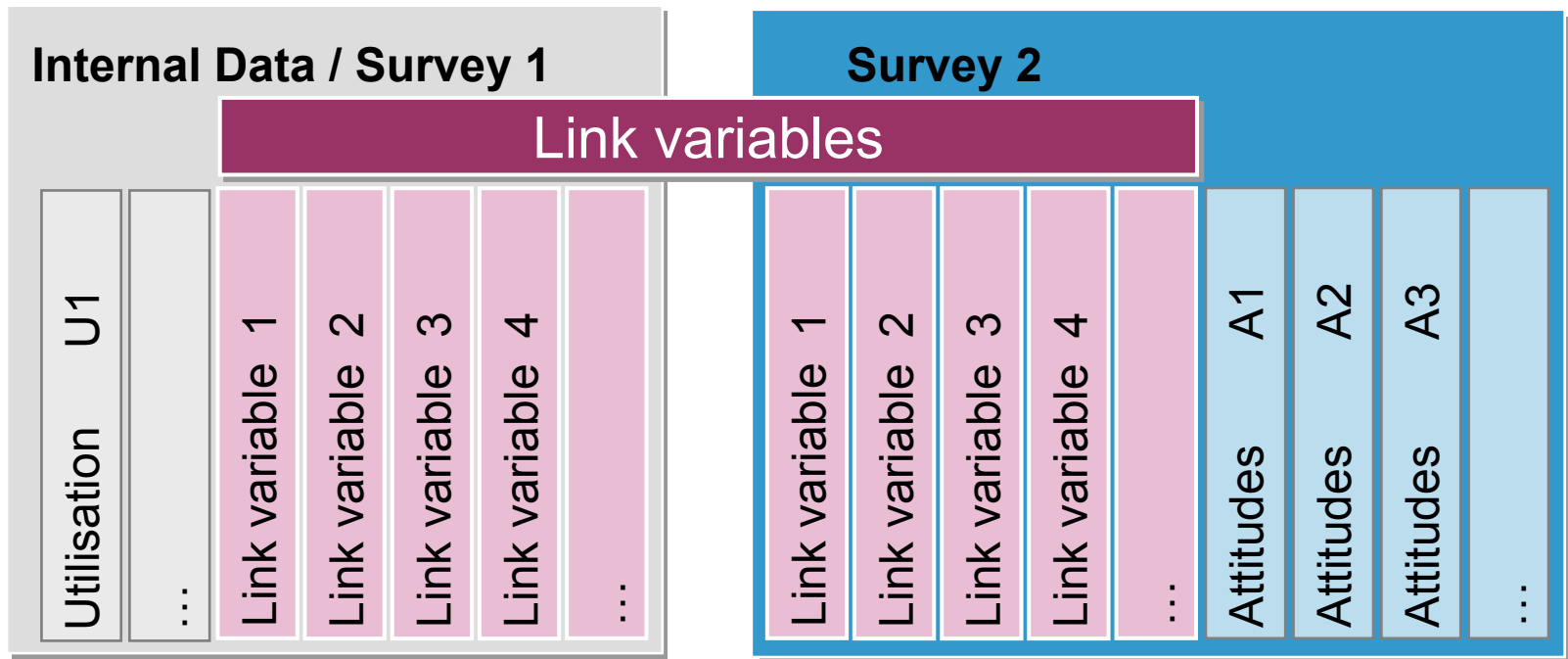
DataFusion enriches internal data with Market Behaviour

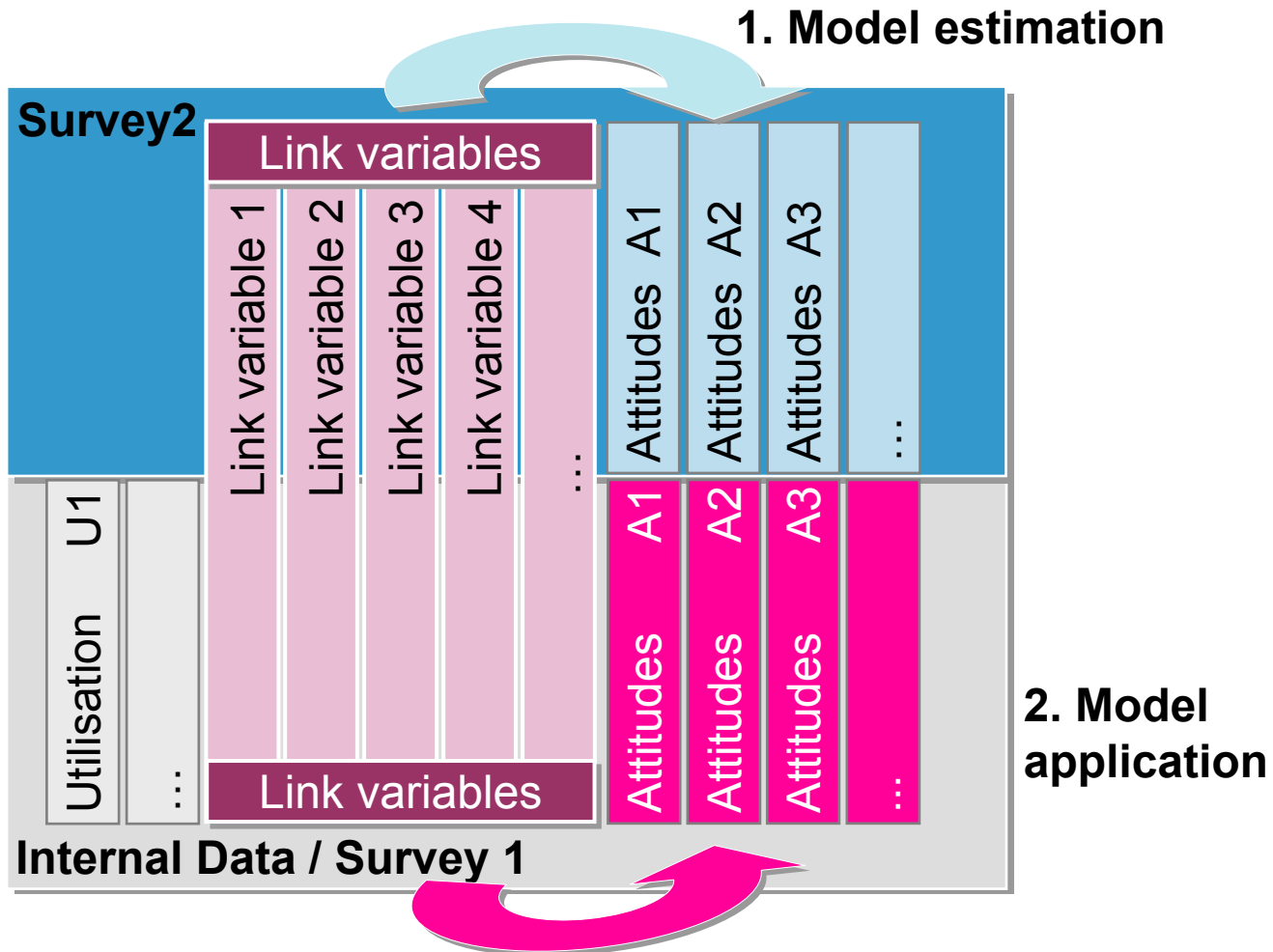




Methodological Approach

Linking different data sources with link variables





What are the advantages of DataFusion?

(1) Answers to questions regarding different surveys



- How do the different aspects of customer retention affect consumer behaviour in the market?
(Analysing customer retention + market structure)
- What is the best way to distribute your new product?
(Retailer analysis + product test)
- Which communication media is most efficient to reach interesting segments (based on needs)?
(Analysis of media use + Segmentation based on needs)
- How does brand perception influence a consumer's brand choice?
(Brand image + Brand tracking)

What are the advantages of DataFusion?

(2) Projection of key information into your internal database



- Which customers have a **high affinity** to a new product?
- How can you rise the **cross-selling rate**?
- How can you **optimally segment** customers in such a way that the solution can be easily operationalised afterwards?
- Which customers are **most likely to quit**?

What are the advantages of DataFusion?

(3) Efficiency and Optimisation of Cost



- **Additional insight** from available primary data sources.
- You can draw conclusions by examining multiple data sources simultaneously.
- Optimisation of the **efficiency** of your primary data.
- Improvement of **cost-value ratio** for your field research.

What can we do for you?

Range of services



- **Screening** and preparing your internal database
- **Feasibility studies** and realisation of DataFusion projects
- **Realisation** of complex survey designs and extensive questionnaires
- By your request: We run your customer database on our systems for quick analyses



Holistic
Customer
Understanding
[EX▪A▪MINE
Services]

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