



Loyalty without Choice

How does a monopoly measure customer loyalty and commitment when it isn't voluntary?...



Omni-channel Shoppers

With whatever device consumers are using today, how do we effectively reach this group of shoppers?...



Competition Analysis and the Switchable Consumer

In the face of competition and the challenge of loyalty, how can we win or defend market share?...




curiosity

Insights . Strategy . Points of View | SINGAPORE

July 2015




What if Insights were on Speed-dial?

Introducing a radical, always-on socialised intelligence platform to craft, nurture and activate insights. This 3 minute video tells more...



Implicit Reaction Time: The Ipsos Methodology

The brain holds an intricate network of neural associations based on our personal perceptions and experiences. Ipsos takes this established method even further...

