

Meaningful client relationships make TNS the first port of call

Issued by [Kantar](#)

18 Mar 2014

For TNS South Africa's director: Research based in Cape Town, Karlien Kriegler, it's all about relationships and having relevant conversations with clients. Considering that she heads up several teams that look after global and local clients, as well as spending time with clients herself, she is in the ideal position not only to understand this, but also to put this thinking into practice.



Karlien Kriegler

With a background in Consumer Science and a Masters in Market Research, and having started her career at brand level working for Bokomo Foods before joining the research industry, Kriegler has her finger firmly on the pulse of just what direction TNS's clients need to be moving in. However, she believes that this understanding is limited without spending time with each client, doing the legwork to work out what affects them, and asking the right questions. In the end, this enables TNS to give its clients deeper, more meaningful insights, based on their specific profile and needs.

Of course, this requires having focus, as well as ensuring that there are multiple people in place who have specific client relationships, says Kriegler. She explains that there are different levels of relationships, each with their own needs, and it is important to assess what is required at any given time. It is equally important that while different relationships might be formed based on different needs at different times, that at the end of the day any one of TNS's teams works in a cohesive manner so that the client can see how each relationship and conversation links back to the bigger picture in the end.

In this way, Kriegler believes TNS has a real impact, not only on each of its clients, but also on the research industry. She feels that when TNS is the first port of call that clients consider for advice and help for their business, thanks to intimate relationships and understanding, then the research company is truly living up to its potential.

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