

TNS's innovation hub finds new ways to add real value to the research game

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The innovation hub at TNS South Africa is constantly working on finding new avenues for collecting and analysing data in ways that add real value to the company's clients. The creation of a dedicated team, headed up by Director of Innovation, Ansie Lombaard, means that players on this team can move faster to develop new ideas, while managing risk more effectively in order to future-proof the business.



Ansie Lombaard

Lombaard brings with her extensive experience, having received a doctorate in research methodology and worked extensively in academia and parastatals. She has worked at TNS for the past eight years, spending time in operations and a client-facing role, meaning she has a deep understanding of how the company works and what is needed to take it forward.

To keep TNS ahead of the pack, she shares that the innovation hub's biggest focus at the moment is to establish a mobile research offer that confidently and securely delivers against clients' expectations. This means spending time on pilot project and case study development, testing diverse samples and platforms from potential new providers, as well as working closely with the TNS global team.

In addition, Lombaard mentions that her team is currently working on an advanced solution within the context of location intelligence. TNS already has a very experienced in-house geographic information system (GIS) capability that allows it to spatially integrate primary and secondary data in a visually powerful way. It is now taking this offer into the future by combining it with a cloud storage system that will make it possible to publish interactive maps straight to the cloud. This means that TNS's clients will have interactive and dynamic access to mapped data.

Speaking of interacting with data in new ways, with neuromarketing becoming more and more of a buzz word, Lombaard shares that TNS is working with a company specialising in this area. This is in a real effort to understand how neuroscience and neuromarketing stand to add value to clients, positioned within the context of the research company's brand and communications offer.

Of course, these innovative steps are of little use if they are not made part of TNS's offer to its clients. With this in mind, Lombaard emphasises that all streams of innovation that are pursued must have concrete deliverables that can be taken into business, within a specified time frame. In other words, clients will not merely be hearing about the exciting new projects TNS is working on, but will see the real benefits of these in the near future.

Lombaard ends, "TNS delivers quality and value through insights that will help our clients make the right decisions for their business. We have the best people in place who are brave enough to explore and master new ways of generating the kind of insights that will support such decisions and have a real impact on their business."

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