Industry News

Majority of advertisers now have mobile optimised sites, 31 March 2015

http://www.research-live.com/news/majority-of-advertisers-now-have-mobile-optimised-sites/4013122.article

Take the test: Does where we live in Britain make us happy?, 26 March 2015

http://www.research-live.com/features/take-the-test-does-where-we-live-in-britain-make-us-happy?/4013101.article

Starcom MediaVest expands PACE panel, 25 March 2015

http://www.research-live.com/news/technology/starcom-mediavest-expands-pace-panel/4013096.article

Kinetic and #ogilvychange announce BE planning tool, 25 March 2015

http://www.research-live.com/news/kinetic-and-ogilvychange-announce-be-planning-tool/4013099.article

Millward Brown launches digital ad copy-testing tool, 24 March 2015

http://www.research-live.com/news/technology/millward-brown-launches-digital-ad-copy-testing-tool/4013089.article

Measuring experience, 23 March 2015

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Facebook opens its data firehose, 12 March 2015

http://www.research-live.com/news/facebook-opens-its-data-firehose/4013026.article

Real men moisturise, 11 March 2015

http://www.research-live.com/features/real-men-moisturise/4013014.article

**Verve adds iBeacon tech to community panel app, 5 March 2015**

http://www.research-live.com/news/technology/verve-adds-ibeacon-tech-to-community-panel-app/4012992.article

Do not disturb, 2 March 2015

http://www.research-live.com/features/do-not-disturb/4012972.article

Internal News:

Sarang Panchal, CEO, MRSS INDIA as a guest speaker at Global Marketing & Advertising Week 2015 on "Age of empowered customer"
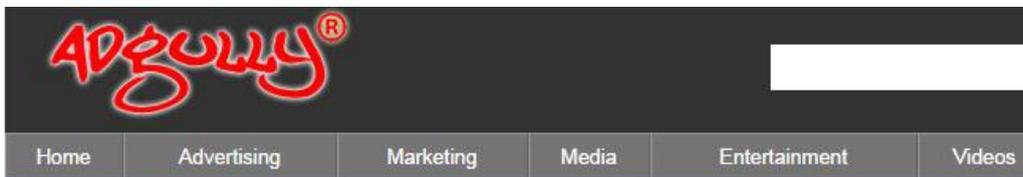
Ag Voice | Mapping consumer behavior in M&E Industry

Posted by Adgully Bureau | on March 20, 2015

Media is all encompassing with mobile, social and cloud technologies, it's everywhere. But with new fangled Media and Entertainment platforms it is hard for the consumers to settle on what they should splurge their time and resources. Now with the commencement of New Year it's time to look forward to the next steps of accomplishment of company goals in this effusive industry. With increasing options the consumer has more alternatives when it comes to media consumption.

The intelligent consumer today, expects media companies to deliver whenever they want. Their demands should supersede the timelines and terms, providing them content anytime and anywhere also anyway they want. The Millennial generation is empowered, has access to information at all times across mediums and wants to browse through multiple forms of content across manifold platforms concurrently. The media companies are laboring to keep the former customers and to attract novel. The requirement of personal relationship with the customer has never been more vital for media companies to succeed due to the cut throat competition.

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Article on mapping consumer behaviour in the entertainment industry in Adgully written by Mr. Raj Sharma, Founder, Majestic MRSS

Why customer intelligence is growing in Asia Pacific
March 31, 2015

Customers in Asia Pacific are becoming more empowered than before, and companies in the region must embrace two-way engagement to thrive.

That's one of the key lessons I learned from a recent trip in Hong Kong, where I spoke with over 50 Vision Critical customers, partners and prospects at a half-day, morning workshop hosted at the very cool Collab Work Space in Wan Chai. I had the opportunity to talk about the various factors empowering today's customers, and what those shifts mean for companies in the Asia-Pacific region. Thanks to the wide adoption of the Internet, social media and mobile devices, customers now have access to more information, more choices and more opportunities to broadcast their opinions widely and loudly. This trend is about to accelerate in the region: Forrester Research is predicting that smartphone penetration across the Asia Pacific region will be at 36 percent of the entire population in 2015, with Singapore, Australia and Hong Kong leading the way. In the age of the empowered customer, many companies are struggling to attract new customers and retain current ones. Companies in Asia Pacific need to recognize the importance of connecting with their customers in an ongoing, two-way dialogue. Through interactive sessions and panel discussions, I also learned what businesses in Asia Pacific are thinking about. Here are three key trends that stood out.

ENTERPRISES THAT ENGAGE WITH CUSTOMERS ARE WINNING.

It's always a pleasure to hear directly from the companies Vision Critical serve, and this event had plenty of representation from our customers. In a panel session, Michael Wong, consumer insights manager at the CPG giant Nestlé, and May May Wong, the customer centric strategist at the loyalty rewards program Asia Miles, revealed how they use private customer communities to improve their business. Speaking about the value of harnessing collective wisdom, these customers shared the many ways they gain actionable insight through customer engagement. The key message from these companies: customer centricity is alive and well in Hong Kong. For these companies, customer intelligence is the key source of better business decisions.

CUSTOMER INTELLIGENCE IS SPREADING DEEPER INTO THE ENTERPRISE.

During breakout sessions, attendees discussed different topics about customer insight, including community branding, stakeholder engagement and decision-making through insight communities. According to attendees, the influence of customer research is spreading within organizations. Even companies that operate in industry where consumers mostly don't have choice in their provider is actively engaging and listening, showing just how important the customer perspective is for all enterprises. Customer intelligence is having a real impact on how Hong Kong-based companies make decisions.

Marketing and market research professionals in the region need to break down silos. They need to openly share customer intelligence within the enterprise. In doing so, they can help their companies incorporate the voice of the customer into building better products, delivering better services and driving better business outcomes.

CUSTOMER EMPOWERMENT IS BROADENING ITS REACH.

While many of the companies at the event were based in Hong Kong, many of them have broadened the discussion, indicating that they are looking to launch insight communities in Mainland China and countries in Southeast Asia. As many markets in the region grow, companies need to get closer to their customers to remain competitive. Customer empowerment is a global phenomenon, and companies are realizing that they need to listen to all their markets.

Conclusion

Customers in the Asia Pacific are becoming more empowered than ever before. This shift presents a big challenge for brands, but it also gives customer intelligence professionals in the region an opportunity to elevate their practice. Brands today, more than ever, need to increase brand affinity and drive customer growth and loyalty. They need the insight of the empowered customer. At the same time, customers are eager to share their thoughts, and they want a seat at a table. The time for customer intelligence to shine in Asia-Pacific is now.

Outsourcing BPO Services to India's Lower-Tier Cities

Posted on March 13, 2015 by **India Briefing**

By **Dezan Shira & Associates**

With fierce competition for business process outsourcing (BPO) services from other Asian countries, state governments in India are increasingly looking to encourage companies to invest in rural BPO centers.

Outsourcing business processing services initially became popular for foreign businesses as a strategy to cut costs and improve organizational efficiency. With real estate prices and labor costs increasing in major Indian cities, numerous companies have taken up government initiatives to open BPO centers in rural areas.

Benefits of Rural BPOs

Economic growth in Indian cities has led to an increased cost of living and a greater supply and demand for labor has resulted in higher wages. Studies have shown that BPO companies could reduce total operating costs by 20-30 percent by moving to a low-cost city, with a cost differential of around 10-15 percent for non-voice processes and upwards of 20 percent for voice processes.

Higher wages have also led to significant migration from rural to urban areas as migrants seek paying positions to send money to their families. However, a combination of poor living conditions, distance between employees and their families and better opportunities in other sectors has contributed to high attrition rates in call centers.

Conversely, rural BPOs have much better employee retention rates, primarily due to a more comfortable working environment that is closer to home for staff and fewer rival opportunities to tempt employees away. Figures show that attrition rates at lower-tier BPOs are 3-5 percent compared to 50 percent in Tier-I Indian cities.

- See more at: http://www.india-briefing.com/news/outsourcing-bpo-services-indias-lowertier-cities-10262.html/#sthash.dY8yG00Y.dpuf