



DISCOVER



Normative Data

Global normative data brings results into perspective.

How does normative data help your organization determine targeted areas for improvement?

What insights does normative data provide your organization?

How do you use normative data to gain a competitive advantage?

Target the right improvements

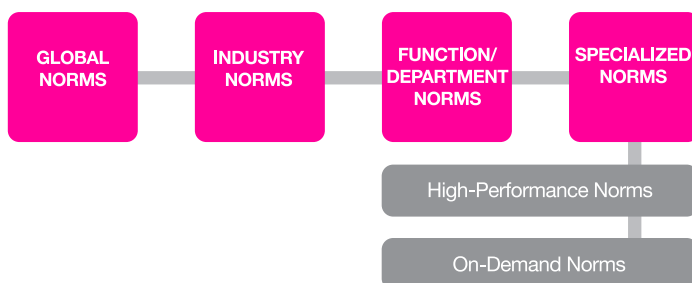
After the survey results are compiled, getting insight from the data begins. Management must evaluate the organization's strengths and opportunities, and then design action plans to drive change. But which areas should get higher priority in action planning?

This is where normative data plays a vital role: it brings results into perspective so the right improvements are targeted in order to get the maximum return on the survey investment. Quantitative comparisons allow a company to evaluate where it stands against other organizations on the same attributes based on industry, geography and performance. This creates a much needed drive for action by establishing specific, attainable goals.

TNS Employee Insights norms drive decision making

Normative comparisons provide valuable insight that can guide decision making, but only if the norms are appropriate and current. We collect responses to 126 key questions based upon client and representative panel data. Normative scores are updated annually with data that is no more than two years old so our database reflects the most recent research findings.

Our extensive database has distinct norms from more than 114 countries, multiple functions and job types, and both union and non-union groups to help you benchmark your performance and develop action plans that drive real change within your organization.





High-performance norms and on-demand norms will offer you key insights that can be turned into a greater competitive advantage.

Normative comparison options

Our normative data helps you put survey results into the proper context and target the right improvements. We currently offer normative comparisons in the following areas:

Global norms

In today's global economy, it's important to know how you measure up to similar companies located in Australia to Zambia. With responses from millions around the globe, our normative database allows you to compare your survey results to those of other organizations in your geographic region, country or even worldwide.

Industry norms

Norms can be customized by industry, allowing you to make specific comparisons to other organizations that are in the same or a similar line of business. We offer widespread data covering 11 major industries:

- Construction
- Healthcare/Hospitals
- Financial Services/
Banking
- Government
- Manufacturing
- Education
- Pharmaceutical
- Retail
- Services
- Telecommunications
- Transportation
- Utilities
- Mining

Function/Department norms

TNS Employee Insights norms allow you to benchmark the performance of a particular function such as Finance, Customer Support, R&D or Sales and Marketing. We can offer norms specific to a given area so you can tailor action plans to that department's unique issues and requirements.

Specialized norms

High-performance norms: For companies wanting to outperform the competition or maintain a leading position, high-performance norms offer valuable benchmark comparisons. Comprised of data from global organizations demonstrating above-average growth, financial returns, brand performance and employee satisfaction, these norms can provide a high-level target for improvement.

On-demand norms: If our current data is not targeted enough to provide the required benchmarks, we can conduct independent, non-client panels to collect the research you need to make critical comparisons. We have the ability to poll a panel of random employees on areas that require specific measurements or conduct a more extensive study to obtain norms on a larger or global scale.

About TNS Employee Insights

DISCOVER A Changing World, New Territories, New Opportunities and Higher Business Performance

We deliver customized employee and customer surveys that measure the vital link between employee engagement, customer satisfaction and business performance. We help large organizations identify specific attitudes and behaviors that impact their bottom lines and convert survey data into actions that enhance both employee and company performance.

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