

Advance Coaching & Consulting PTY LTD (ACC) and TCELab Announce Exclusive Partnership in Asia Pacific

ACC and TCELab offer customer research and big data predictive analytic tools tailored for regional firms, as report shows 94% of Asia Pacific companies making changes to strategy and innovation by looking to customers to define competitive advantage.



ACC is the exclusive Asia Pacific Partner for TCE Lab

FOR IMMEDIATE RELEASE

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Sydney, Australia and Boston, USA. April 5, 2013 -- Advance Coaching & consulting Pty Ltd (ACC) has entered into an exclusive partnership to offer the full range of Relationship Experience Management research tools by TCELab in Asia Pacific. <http://tce.io/product>

The partnership will allow ACC to provide Corporate Organizations in Asia Pacific what TCELab provides their USA Fortune 5000 clients with 360 degree annual cycles of best-in-class customer, employee and partner satisfaction research tools. <http://tce.io/clients>

“Asia Pacific has crossed into a different kind of growth that is more consumption-based, requiring companies to have a much better understanding of their customer needs in order to be successful,” notes Sam Ghebraniou, Director and Founder of ACC, “According to a PWC report, 94% of Asia Pacific companies are making changes to their strategy around innovation, which can’t be done effectively without strategic customer input. We’re excited to partner with TCELab to help Asia Pacific companies embrace the tremendous opportunity in the business environment.”

http://www.pwc.com/en_us/us/10minutes/assets/expanding-business-asia-pacific.pdf

TCELab’s survey and predictive analytic software, CLAP: (Customer Loyalty as a Platform), is based on RAPID customer loyalty science developed by Dr. Bob Hayes, CCO of TCELab and noted author on the topic. <http://www.businessoverbroadway.com>.

“This research science works because it’s about setting a strategic roadmap based on understanding customer feedback and getting rid of the noise,” states Dr. Hayes, “From an organization’s big data and our customer loyalty survey research methodologies, we create predictive analytics that accelerate growth through new customer acquisition, reducing churn and increasing average sales prices.”

Stephen King CEO of TCE Lab adds “we are very excited to partner with ACC. Asia Pacific is an important growth region; we needed a partner that has strong ties, experience and the ability to expand our business across the APAC region as well as help tie it back to North America.”

ABOUT ACC

Based in Sydney with affiliates in Greater China and South East Asia, Advance Coaching and Consulting Pty Ltd (ACC) takes organizations and individuals to the next level through our proven methodologies and experiences providing:

- Market Development
- Sales Channel Optimisation
- CEO & Board Business Coaching
- Interim Management
- Key Relationship Management
- Training and Skill development

www.advancecoachingandconsulting.com

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ABOUT TCELab

Founded in early 2011, TCELab merges Big Data and Voice of Customer “VOC” metrics and applies predictive analytics to identify correlates of customer loyalty and sustained revenue growth; in other words “Create Brand Fans” and “Optimize ROI.” Based in Boston with offices in Seattle and Calgary, TCELab has 9 Business Intelligence solutions that include Research & Audit, Surveys & Driver Analysis for all business constituencies (customer, employee, partner, end user / patient), as well as Linkage analysis & Predictive Analytics. TCELab’s flagship product is CRD: Customer Relationship Diagnostic, an annual or bi-annual customer survey suitable for corporations in a range of industries, including SaaS and desktop software, technology, health care, financial, airlines, and more. Founders Vishal Kumar, Stephen King, and Dr. Bob Hayes have a combined experience of more than 60 years of Customer Experience Management research, business strategy, and technical leadership.

www.tcelab.com
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