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Research & Marketing Strategies, Inc. (RMS) is a full-service market research and consulting firm. We provide custom data and insights, making innovation possible.

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WINTER IS COMING

4 ways to stay motivated through the colder months

1. Wake up.

We know. It's cold, it's dark, and when the air turns frosty, your warm bed becomes your best friend. Winter days are shorter, so don't snooze away the daylight hours. Get up early, enjoy yourself and get more done.



2. Boost your professional life.

You don't become successful by curling up under a blanket, groaning about the cold weather. During the winter, you're likely spending more time indoors; why not make the most of it? There's a plethora of information out there—take advantage of books, websites and resources to give yourself a more robust professional edge. You've got the time to improve your knowledge, use it.

3. Enjoy what winter has to offer.

Remember when you were younger and it didn't matter how cold it was outside? You'd go sledding, join the neighborhood kids in snowball fights, sip hot chocolate and warm yourself up by the fire. Take advantage of these special seasonal moments. Come in from the cold and enjoy what you can't during the summer months.



4. Power through with positivity.

It's to be expected that with less sunshine and warmth comes less energy, focus and motivation. Make a conscious effort to do something exciting and invigorating. Get some exercise, whether it's walking the dog or going to the gym. Reward yourself after you complete what's on your to-do list. Keeping yourself energized will boost your mood and vigor, making it easy to be merry and bright no matter what time of year it is.



RMS ♥s CNY

RMS staff members had some fun at Central New York's Best Places to Work Awards Breakfast this October. RMS partnered with the Central New York Business Journal and BizEventz to complete the research for the highly anticipated event.



Ask. Listen. Solve.



The art of interception

What are intercept surveys and how to make the most of them

By Erica Winters, Senior Research Analyst & Social Media Strategist

An intercept survey is a research method used to gather on-site feedback from an audience. Intercept surveys are often used at events, restaurants, conferences, shopping malls and even on websites to collect patron perception information. During an intercept survey, the interviewer may approach a patron to ask about their experience at the event, facility or restaurant. Results from the intercept surveys allow the client organization to obtain feedback from their target audience while the information is still fresh in their minds. Below are three tips when preparing for an intercept survey project.

Keep it short.

Intercept survey respondents are typically “on-the-go.” They may be going to purchase something, or be leaving the facility. To ensure the research company and end client is represented in a positive fashion, it’s important for the intercept survey to be short. At RMS, whenever possible we try to ensure the intercept survey is around 5 minutes or less. A great market research firm will be knowledgeable in survey creation techniques and constructing creative questions in order to obtain the maximum amount of information in a short amount of time.

Be flexible.

Depending upon the respondent’s comfort level with technology, the interviewer may complete the survey for the respondent, or provide them with a tablet to complete on their own. It’s important for interviewers to be outfitted with the proper equipment when conducting intercept surveys. In our experience, tablets work best and allow the interviewer to adapt to the survey environment. For example, we’ve learned that WiFi

reception may be spotty and interviewers need to be equipped with wireless hot spots to ensure they have access to the internet in order to connect to the digital survey. To make sure we are always flexible with our environment, we also have an offline survey option which allows our interviewers to collect survey responses without needing the internet to save them.

Make it worth their while.

Over the years we have found that even a small incentive has a positive impact on the intercept survey response rate. The bottom line is **make it worth their while**. It doesn’t need to be expensive. We’ve had great success in offering rewards such as a \$2.50 coffee shop gift card, credits for a free movie rental or Amazon purchase, or a coupon for a free drink or food item at the place where the surveys are being conducted. When providing an incentive, it’s also important to consider the timing of the intercept survey as it relates to the incentive. For example, if you’re distributing a coupon for a free beverage at a football stadium, it would be best to conduct the intercept interviews around halftime rather than at the end of the game. Enough time will have passed for patrons to provide their perception of the stadium and facilities, while also ensuring they still have time to use their free beverage coupon.

Intercept surveys are a great method for obtaining immediate feedback from your customers and clientele. With accurate, real-time responses from a wide range of visitors, you’ll find this breed of surveying to be a vital method in finding out what you really want to know.

Say hello to our newest team members

Elizabeth Kratz,
Healthcare
Associate

Elizabeth comes to the RMS Healthcare team after previously working in the RMS QualiSight division. Elizabeth is responsible for assisting with both PCMH™ and CAHPS® regulatory guidelines, as well as healthcare-related duties and functions, including data analysis, healthcare reporting and patient satisfaction measurement.



Sarah Rossetti,
Healthcare
Transformation
Specialist

Sarah joined RMS with a background in customer service. Sarah holds a bachelor’s degree

in English, and an associate degree in paralegal studies. As healthcare transformation specialist, Sarah assists with both PCMH and CAHPS regulatory guidelines. Sarah utilizes her attention to detail and exceptional communication skills as she focuses on quality data gathering, analysis, client relations and final report generation.



Jeanne Winfree,
Healthcare
Analyst

Jeanne comes to RMS with a background in computer science and marketing. Jeanne graduated cum laude from Siena College with a bachelor’s degree in computer science, and also holds a Master of Science degree in marketing, and is currently pursuing her M.B.A. Jeanne is a core member of the CAHPS team, responsible for conducting all CAHPS work and reporting, as well as designing and implementing analytic and reporting solutions. She is also responsible for internal auditing to ensure quality and compliance alongside regulatory guidelines.



Central New Yorkers get their fair share

RMS ViewPoint conducted a [survey](#) this past August to find out how many CNY residents go to the Fair and what they love about it. Respondents surveyed were asked about favorite foods and attractions, Midway rides and games, spending habits, concert options and more. With Central New York continuing to reign as a top test market in the country, many brands and new products are exhibited at the well-attended annual event. If you want to know more about your customers, RMS has you covered.



RMS OUT AND ABOUT



Sandy Baker, Senior Director of Business Development & Corporate Strategy (L) and Mark Dengler, RMS President (R) display RMS' award for being a 2016 Economic Champion. Centerstate CEO commended 295 companies for creating jobs, capital investments, growth and expansion and new business openings.



(L-R) Business Development Coordinator Christine Benn, Panel Associate Zach Shaw, Mark Dengler, Sr. Director of Healthcare Operations & Compliance Susan Maxsween and Sandy Baker attend the Excellence in Healthcare Awards this past October at the Lodge at Welch Allyn.

RMS celebrates the Central New York Business Journal's 30th anniversary with (L-R) Marny Neshier and Vance Marriner, both of the Business Journal, Mark Dengler, Research & Social Media Associate Emily Palermo, and Sandy Baker.





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PRESIDENT'S CORNER

Do you hear voices?

MARK DENGLER,
PRESIDENT & OWNER



In the market research world, the voice of the customer (VoC) is key to understanding and managing customer experiences as well as enhancing product/service design. You should always be listening to your customers and what they are saying,

whether it be directly to your organization's staff or indirectly through consumer review websites or social media. The vast majority of all companies primarily compete based upon customer experience. Therefore listening to your customers is vital to a company's long term growth and success.

Customer interests, wants and needs are constantly changing. By doing VoC research, your organization can stay abreast of ever changing customer preferences. Unfortunately, actual customer feedback data is used only a small percentage of times when making a

decision that affects them. As a recent article I read stated, "If you don't understand customer market perceptions or how interactions with your firm are being experienced by your customers, it's nearly impossible to regularly meet, much less exceed, customer expectations or to improve your organization's performance (Michael Hinshaw, CEO, McorpCX)." And that really is what we're all looking for—long-term customer relationships earned by exceeding their expectations.

Findings obtained from VoC work will keep your organization competitive, driving product/service enhancements. Actual VoC work should incorporate both qualitative and quantitative research techniques. It should be ongoing and results should be thoroughly reviewed by management staff. The information obtained should capture information tied to

identifying customer needs, expectations, loyalty, and usage intentions. Moreover, it allows for organizations to develop customized marketing strategies that can be used in targeted campaigns. We now live in an age of one-to-one marketing versus one-to-many marketing strategies (one size fits all). It is important to note that VoC is not customer satisfaction research. VoC focuses on learning and assessing customer expectations, whereas customer satisfaction aims at measuring customer experience. Both activities are vitally important and provide organizations with valuable information.

Finally, be sure to look at all sources available to "listen to your customer." This includes regular debriefs with the sales force team, the customer service department and/or anyone else along your distribution chain who has a direct touch point with the customer. With the rapid growth of social media, customer feedback should be regularly monitored.

In today's fast paced marketplace, "hearing voices" is often a very good trait, particularly when it's your customers' voices. Listening to and acting upon these voices is what is ultimately going to help set your company apart from its competition. The need to implement a VoC strategy is vital for your organization's long term success.

What we're all
looking for —
long-term customer
relationships earned
by exceeding their
expectations.