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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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RMS Celebrates 15 Years!

This Cinco de Mayo, RMS employees celebrated 15 years of business. Thank you to all of our clients, colleagues, employees and friends for all of the fun we've had over the years!

Ask. Listen. Solve.

3 ways to improve your customer's experience

Customer Experience, better known as CX, is fast becoming the deciding factor as to whether a business will flop or flourish—and that shouldn't be a surprise. Market research is leading the way when it comes to measuring client engagement. Here's how you can gain the ultimate competitive advantage:

1. It's not what you say, but how you say it. It's no secret that the "corporate voice" has softened over the years. Websites, social media posts, brochures and surveys have lost that stuffy, boring tone that can read like a legal document. Your customers should feel as if they're comrades, not inferiors. Use your voice to really show you're in this together, and your experience and expertise are bonuses that will solidify this fact.

2. Get some feedback. You'll never really understand your customers' experiences unless you ask them for their honest feedback. Yes, you should be monitoring responses on all platforms, but it's equally important to give your audience a chance to speak their piece. This can be as simple as promoting online communities and customer satisfaction surveys. These will not only give you feedback on how to better tailor your product service, but may also bring to light things you've never thought of.

3. Be unwavering. Loyalty. All brands should be striving for it. Because with it comes brand ambassadors, powerful reviews and a brand that overall treats its customers like people, not consumers (which is exactly how they want to be treated). One thing your favorite brands have in common is they strive to make customer experience amazing every single time. Generating elevated experiences can deliver circumstantial relevance when your customers need it most.



Cheers to 15 years!

RMS celebrated its 15 year anniversary this past Cinco de Mayo

Maggy Stewart, Graphic Designer & Marketing Coordinator

Cinco de Mayo is a significant day to innovative market research firm Research & Marketing Strategies, Inc. (RMS). This year, May 5th marks RMS' 15th year of helping clients better understand their market perception through comprehensive data collection, surveying, assessments, focus groups and interviews.

This impressive milestone marks a long journey from an original three-person operation providing research consulting, to a fully-staffed firm serving clients locally and internationally in a wide variety of fields, including healthcare, banking and financial services, manufacturing, education, non-profit, real estate, retail, food and beverage, telecommunications, utilities, government and automotive. RMS has dedicated analytics, business development, and healthcare divisions, as well as RMS QualiSight, a premier call center and focus group facility located on-site. RMS also founded the ViewPoint online research panel, which now boasts thousands of members across Central New York and the country.

“Over the past 15 years, we’ve tailored our firm to meet every unique need for our clients,” said Mark Dengler, President of RMS. “Research and marketing trends are evolving exponentially, and meeting the challenge meant surrounding ourselves with a talented group of people able to serve our diverse client base. Experience matters, and we’re fortunate to be able to offer that to our clients.”

Retaining a broad spectrum of clients, RMS has increased its reach over the years to facilitate both diverse industries and the changing demands of market research. Customer experience (CX) and Voice of the Customer (VoC)

have become more than just business buzzwords—organizations are striving to gauge customer satisfaction and capture their loyalty. And those in retail aren’t the only ones feeling this shift; the healthcare industry is also taking note. Both customers and patients are remapping the framework to advance toward quality improvement based on their needs.

“No opinion holds more weight than that of your customer or patient, existing or potential,” said Sandy Baker, Senior Director of Corporate Strategy. “Market research is a means to make effective business decisions by gathering these opinions and transforming them into actionable results.” With clients ranging from Sesame Street to Kinney Drugs to Toyota to Subway, RMS offers qualitative and quantitative research methodologies to gauge not only customer experience, but also competition, feasibility, image and awareness and more. Not stopping there, RMS has teams dedicated to patient surveying and practice transformation, facilitating healthcare organizations to incorporate the industry’s patient-centered care focus and quality improvement model. Recognized as one of the top patient satisfaction measurement firms in the country by *Modern Healthcare*, RMS offers CAHPS® surveying and Patient-Centered Medical Home (PCMH)TM Recognition consulting to improve healthcare.

For 15 years, RMS’ core mission has been to deliver the same attentive, customized service it set out to promote in 2002.

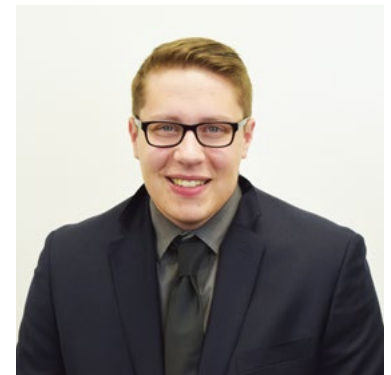
As far as the next 15 years, Dengler is “looking forward to continuing to provide quality research methods so that clients continue to grow and succeed.”

Say hello to our newest team members



Shannon Beebe
Healthcare Transformation Specialist

Shannon comes to RMS with ten years of healthcare experience. She is a graduate of SUNY Brockport, holding a Bachelor of Science degree in Health Sciences. As a healthcare transformation specialist, Shannon assists clients with individual project needs in preparation for NCQA approval and Patient-Centered Medical Home (PCMH)TM Recognition.



Josh Elander
Research Associate

Josh joined the RMS Analytics team as a Research Associate with previous experience as a marketing/research coordinator at Advance Media New York. As a research associate, Josh assists the analytic team with designing surveys, aiding in client research, programming, interviewing, analyzing data, contributing to the RMS blog and preparing reports.

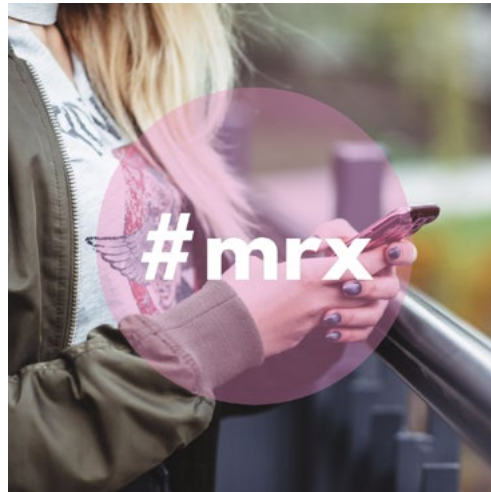
Integrating primary research with secondary research

Josh Elander, Research Associate

Data is everywhere these days. It's nearly impossible not to encounter at least one form of it in the business world on a regular basis, whether you're a client or market research supplier. But not all data is created equal – primary and secondary research may provide different levels of value depending on the organization. Hundreds of market research vendors provide a range of third party data that can be used to complete secondary research that your company can rely on when drafting a business strategy. This type of research is defined by acquiring existing data that's often broad or conducted by a third party to gain insights on a particular topic. Website analytics, demographic and trend analyses, and even census and household data are examples of widely used secondary research. Similarly, first-party data acquired by primary research methods such as surveys, focus groups, and in-depth interviews obtain information straight from the source. A question we hear often at RMS is "which type of research is best to use for my business?" The answer often depends on the reason for the research. Let's take a look.

In some cases, we recommend conducting both primary and secondary research together to gain a representative perspective from the target market. You really can never have too much research to rely on. Secondary data and research is often easily accessible and available for free online, making it an efficient and cost-effective means of securing general information. In many cases, primary research can be used to confirm, enhance, or refute other secondary data to better understand a topic related to your target audience.

One of the drawbacks of using only secondary sources of data is the inherent lack of specific data on your particular market. As a financial institution, a national study on Millennials' banking habits might help with formulating a beginning strategy for that age group on a new initiative your company wants to roll



out. However, this is broad information covering a large range of geographic and demographic samples, and likely without insights for your specific project. Knowing what percentage of Millennials use mobile banking only goes so far. Using primary research such as interviews or focus groups to

put your product in front of a test audience of Millennials within your market area will provide the information needed to make strategic business decisions, specific to your organization.

Any data is better than no data, but reliable data obtained from first-hand (primary) research will prove invaluable when combined with and used to validate data acquired by secondary means.

RMS OUT AND ABOUT



Zach Shaw, Panel Associate (L) and Christine Benn, Business Development Coordinator (R) at the Greater Baldwinsville Chamber of Commerce Member Showcase at Anheuser-Busch in Baldwinsville this April.



We celebrated another great year and planned for an even better one with a full staff retreat at the Northwest YMCA in Baldwinsville.

RMS goes Red! This April, RMS walked at the SRC Arena to support the American Heart Association (and have some photo booth fun)!





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PRESIDENT'S CORNER Flashing back for 15 years

This issue's *President's Corner* column is taken from the first newsletter written in 2004 and is still relevant today.



(2004)

**MARK DENGLER,
PRESIDENT &
OWNER**

We are excited about the continued growth of Research & Marketing Strategies and the expansion of the new Telephone Survey/Interview Call Center. The call center expansion allows us to better serve our clients' needs. With experienced and professional telephone interviewers in our state-of-the-art facility, we provide consumer and business-to-business telephone interviewing services. By offering this capability, RMS is able to enhance its research services while keeping costs for the client low. If you have any questions about how market research

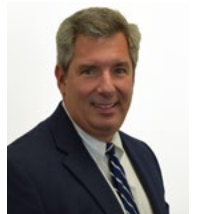
can help you better understand your customers or your competition, new product development, or advertising campaign effectiveness feel free to call me. I would be happy to discuss how RMS can help your company determine what needs to be done to improve your company's image and awareness, and product perception. Also, our sincere thanks to all of our valued clients for their business and friendship this past year. Thanks to you and our strong business relationship, RMS has experienced steady growth as we've added additional employees to our team. I'm pleased that we are part of the national trend contributing to the slow but steady economic recovery. However, we could not have done it without our valued business partners—our clients.

We are positive about the 2004 outlook, despite slipping consumer confidence levels. Now we just need to gauge how these indicators will impact us locally. We may all want to consider taking stock in our company's internal

Thank you for your continued support.

marketing inventory to make sure we're ready for growth and/or new or existing competitive threats. Do your customers need new services or products? Do you know what your customers need and want? Do you know your competitors and what advantages they may or may not have? Are you marketing your products and services as efficiently and effectively as possible?

In our newsletters we highlight research methodologies as a means to help answer some of these questions. We explore theories and practices using our clients' case studies and how the use of focus groups helped to meet their marketing needs. Focus groups and interviews are not the only research methodologies available to help answer some of the questions just posed, but they are some of the best means to obtain qualitative primary information. In subsequent issues we will explore other research methodologies. We will also highlight other RMS employees to give you an inside look at our extensive in-house capabilities.



(2017)