

# IN-DEPTH INTERVIEWS

Gain insight by understanding your respondents' underlying motivations, attitudes, and feelings.

In-person • By Phone • Video Conference



An In-Depth Interview (IDI) is research that involves a customized personal interview to obtain qualitative results that provide insight to guide next steps for your organization.

## HOW WE CAN HELP



**BRANDING RESEARCH**



**CUSTOMER SATISFACTION**



**NEW PRODUCT OR SERVICE INTEREST**



**PROSPECT INTERESTS**

## HOW WE DO IT



**RICHNESS OF DATA**

- Interviewees provide more detail with responses
- Open-ended questions prompt interviewees to share instead of choosing from a list of options



**REAL-TIME**

- IDIs conducted in real-time
- Conversational by nature
  - Comfortable dynamic where interviewees are willing to share their thoughts on a topic



**ABILITY TO PROBE**

- Skilled interviewers know when to “go off-script”
- Interviewer can probe deeper after a response for details



**SMALLER SAMPLE SIZE**

- IDIs require a smaller sample size compared to online surveys
- Qualitative data presents common themes quickly

**CONTACT US TODAY TO CONDUCT IN-DEPTH INTERVIEWS FOR YOUR NEXT PROJECT**

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**Ask. Listen. Solve.**