



At RMS, we specialize in intercept surveys - an innovative method that delivers real-time insights directly from your target audience.

## Why Intercept Surveys?

- Immediate feedback in real time
- Understand customer satisfaction, preferences, and concerns immediately
- High response rates
- Quality data
- Expertly crafted questionnaires
- Contextual understanding of consumer behavior
- Test new product concepts or evaluate service experiences effectively
- Refine marketing strategies based on actual customer interactions
- Enhanced customer engagement and brand perception

## INDUSTRIES

Airports  
Arenas & Venues  
Hospitality  
Local Events  
Malls  
Restaurants  
Retail  
Sporting Events  
Theme Parks  
Transportation

## We Also Specialize In:

Focus Groups | Feasibility Studies | Mystery Shopping | In-depth Interviews  
Image & Awareness Studies | Employee & Customer Surveys