



Research & Marketing
Strategies, Inc.

INTERCEPT SURVEYS



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