

ABOUT RESEARCH & MARKETING STRATEGIES

Research & Marketing Strategies, Inc. (RMS) is a full-service marketing and market research firm providing a wide range of custom-tailored marketing services.

Services Provided

- Customized Survey Research
 - Telephone
 - Mail
 - Fax
 - Internet
 - Focus Groups
 - Personal Interviews
 - Town Meetings
- Image & Awareness Studies
- Community Satisfaction
- Competitive Positioning
- Marketing Plan Development
- Customer Profiling & Analysis
- New Program Feasibility Studies
- Geographic/Psychographic Profiling
- Advertising Effectiveness Analysis

100% Satisfaction Guaranteed



Visit us at www.RMSresults.com



“Turning data into information and information into effective decision-making.”

Research & Marketing Strategies, Inc.

Baldwinsville Commons
15 East Genesee Street, Suite 130
Baldwinsville, NY 13027

Phone: 315.635.9802
Fax: 315.720.1159
www.RMSresults.com



ON-SITE CALL CENTER



- **SURVEYS**
- **FOCUS GROUP RECRUITMENT**
- **EXECUTIVE INTERVIEWS**
- **LEAD QUALIFICATION**

Research & Marketing Strategies, Inc.

Tel: 315.635.9802
www.RMSresults.com

RMS CALL CENTER

“Working with clients, we oversee the entire project from script development to training to monitoring the ongoing fieldwork.”

Kim Cuccaro

Manager Business Development and Call Center

EXPERIENCE

Since 2002, RMS has maintained an onsite call center that continues to grow.

Our call center has been providing clients with the ability to conduct quantitative research (telephone surveys), and qualitative research (focus group recruitment and executive interviews). It provides for real time results and CATI surveying directly into the firm's SNAP® based analytical software.



OUR TELESURVEYORS ARE ...



- **Effective**
- **Experienced**
- **Personable**
- **Professional**
- **Friendly**

OUTBOUND SERVICES INCLUDE:

- **Business to Business Lead Qualification**
- **Survey Research**
- **Focus Group Recruiting**
- **Executive Interviews**
- **Help Desk Monitoring**

Let our Call Center provide you with quality service to give you actionable results

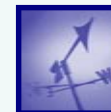
TELESURVEYING VS. TELEMARKETING

Telesurveying is often confused with telemarketing. Unlike telemarketing, telesurveying does not seek to sell products or services by telephone. Telesurveying is a personal approach to obtaining thoughts and opinions related to research. It also allows for additional probing to clarify opinions.

CATI

Computer Assisted Telephone Interviewing (CATI) is a telephone surveying technique in which the interviewer follows a script provided by a software application. The software is able to customize the flow of the questionnaire based on the answers provided. CATI controls branching to or skipping among questions, and then validates the data as it is entered.

CATI allows interviewers to perform multiple tasks of interviewing, data entry and simple coding simultaneously making data entry as a separate process no longer necessary.



RMS
Research & Marketing Strategies

Baldwinsville Commons
15 East Genesee Street, Suite 130

Phone: 315.635.9802

Fax: 315.720.1159

www.RMSresults.com