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**Improving Bottom
 Line Performance
 with Superior
 Marketing
 Intelligence and
 Strategies**



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Reminder: Customer SatisFACTion Survey System Now Available

Why Customer SatisFACTion Surveys Make Sense for Your Business:

- A **completely satisfied** customer has a direct positive effect on repeat business, new referrals and loyalty.
- Just **one** bad customer experience or leaving customers merely **satisfied** can risk losing business to competitors.
- Your business should focus on **building relationships with customers**. Surveys are an excellent way to do this.
- Research has shown that customer satisfaction surveys reinforce a customer's positive feelings and **build commitment to your business**.

Call RMS to learn more about this service.



**Employee Spotlight
 Jennifer Coppola
 Research Associate**



RMS is pleased to "spotlight" Jennifer Coppola who is a Research Associate with the firm. As a Research Associate, Jennifer brings a unique blend of critical analytical skill knowledge to the position, integrating her psychology and economics backgrounds. Prior to joining RMS, Jennifer worked for Capital Crossing Bank in Boston. She has also been employed in Human Resources at Hatch Leonard Naples, Inc. in Rochester and for the Warner School at the University of Rochester. While in college, she held financial and public relations internships for companies such as Credit Suisse First Boston in London, England, Wachovia Securities (formerly Prudential Securities) in Syracuse and Eric Mower & Associates in Rochester. Jennifer holds a Masters of Science degree in Human Development from the Warner School of Education and Human Development and a B.A. in Economics and Certificate of Management Studies from the University of Rochester.

RMS News

A Marketing Newsletter

Summer 2005

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Circulate to:

Is Your Company Consumer Driven?

In this age of consumerism, organizations are finding that they must be consumer-driven in order to remain competitive. According to Mr. Richard Whitely, author of *The Customer Driven Company*, "the only right way to run a company – and the most profitable way – is to saturate your company with the customer's voice." Furthermore, Harvard Business School's Theodore Levitt advises: "Industry is a customer-satisfying process, not a goods-producing process." He suggests that the only way to succeed is to know your customer thoroughly. That's where market research enters the picture.

By conducting regular market research and measuring customers' and prospects' desires/opinions/perceptions, a company can appropriately position itself for success. This approach is true for all types of business.

It is important that companies take a rigorous approach to measurement. This is not something companies do particularly well, says R.L. Crandall, Chairman of American Airlines.

There are five key principles to customer measurement. These are:

- 1) **Know why** you're measuring;
- 2) **Let customers tell you** which end results to measure;
- 3) **Ask continuously** how well you and your competitors are doing;
- 4) **Track the internal procedures** that are supposed to produce the results that customers tell you they want – as well as the end results; and
- 5) **Tell your people** everything you learn.



Case Study: Onondaga Community College



Secondary market research can be an excellent tool for decision-making and identifying future trends. Furthermore, using secondary market research data is often significantly less expensive than primary research.

RMS partnered with Onondaga Community College (OCC) on a very tailored secondary market research project. The focus of the research was to analyze the current and prospective job market within the Central New York area and assess the appropriateness of OCC's course offerings. RMS gathered Department of Labor data based on job availability projected over the next 10 years within the areas of OCC's current degree and certificate programs. Then, using a very deliberate methodology, RMS categorized OCC's programs according to this expected job growth or decline in each job category. A full demographic analysis and environmental assessment using secondary data sources was also conducted, giving a very detailed picture of both the labor market growth and labor force needs in the Central New York area. This was particularly important since the majority of OCC's students originate from the local area and typically seek jobs within the region.

From this analysis, OCC was able to identify programs whose demand would either increase or decrease in the coming years, based on the job growth and demographic trends. This project proved to be beneficial to OCC by helping its educational offerings remain pertinent to area students and employers. Current and prospective students will have access to courses and degree programs that will correspond to jobs in high demand.

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FUN FACT: No word in the English language rhymes with "month".

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What Do You Think?

Email your comments, ideas or suggestions for the newsletter to:
JenniferC@RMSresults.com

Contact Us Online

You can contact the RMS team two ways through the RMS website: take our online survey or use our contact submission form to request specific information on our services.

www.RMSresults.com

Recent Client Comments

"Staff is always courteous, knowledgeable and ready to be supportive!"

*-Excellus BlueCross
BlueShield*

"Really understood what I was looking to get out of the plan as well as the info contained within the plan."

-Jreck Subs

"Personal service by principals. Great knowledge and experience base. Very thorough and professional."

-RMSCO

"RMS just did an overall outstanding job, staff was easy to work with, report generated was easy to understand and build future plans on."

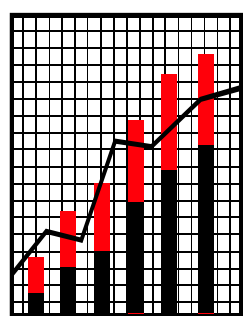
-Cortland Memorial Hospital

Research Toolbox Secondary Research



Market research using secondary data sources is an often used research service that RMS offers its clients. Also referred to as "secondary market research", examples of include demographic and psychographic profiling, feasibility studies, locational analysis and site selections. What is so valuable about secondary research is the ability to adapt secondary data as an effective tool for custom business solutions. Secondary research data is often significantly less expensive than obtaining primary market research data.

Secondary research can be tailored to a client's needs. Often, it is used to lay the groundwork for subsequent primary market research. Secondary data is information that has been collected for a purpose other than the research project in question. Trade associations and governmental agencies are often overflowing with potentially useful data. Often times the secondary data can provide enough information to meet the objectives of the research. If the project cannot be addressed through secondary research, then customized, primary research may be necessary.



Notable sources for reliable secondary data include: the U.S. Census Bureau, the NYS Department of Labor, and many other federal, state, and local government agencies, as well as area economic development agencies.

At RMS, we often assist our clients by first looking at available secondary data to address their particular research needs. Often times companies believe that they need to collect their "own customized" data, forgetting that an incredible amount of information is collected and published regularly. With today's easy access to the Internet, many secondary data sources are available online.

As a dedicated provider of market research, RMS has ready access to government and other proprietary secondary data. We also are familiar with where to find specific statistical information for particular industries.

As with all market research, the key to analysis is being able to take the statistics and extrapolate useful information. It is critical to be skilled in interpreting the data and drawing conclusions and fact-based recommendations for effective decision making.

Using Secondary Data Effectively

Project Need: Selecting the most appropriate site for a new bank branch.

Recently, RMS helped determine whether or not a proposed site for a banking client would support a new branch location. RMS used a combination of primary and secondary research to accomplish its analysis. RMS looked at visibility, ingress/egress, access to/from highways, proximity to complementary business and area traffic patterns. RMS conducted a competitive positioning analysis (including geographic plotting of competing sites) and looked at the demographics of the surrounding area, which is considered the target market for any locational site analysis.

While good visibility, easy access and high traffic counts are all crucial to selecting a proper location, it is also important to look at the retail mix in the general vicinity of the site and to develop a concise picture of the demographic characteristics for the area.

The demographic analysis looked at households, income, age, population, employment, housing, consumer expenditure and ethnicity. It made trend projections over the next several years, and helped to develop a profile of the target location to determine its expected utilization and success. This research became a major factor in driving the decision around the new bank branch.

Special Article

Cell Phone Usage Impacts Telephone Surveys

As cell phone usage rises, more and more people are substituting them for their permanent, landline phones. This may pose a problem for telephone survey samplings, because cell phone numbers are usually not included in a phone number sample purchase. Therefore, when telephone survey research is conducted, it's probable that the "wireless only" demographic will be missing from the data.

A 2005 Cell Phone Summit was recently hosted by Nielsen Media Research, which attempted to address this new challenge. The purpose of the summit was for telephone methodologists to explore the range of issues associated with the rise in wireless phone usage and its impact on survey research. The summit gave way to several initiatives that included some experimental surveys regarding wireless phones. Other research was conducted for the purpose of collecting data based on telephone ownership and usage. When all the survey data was compiled and analyzed, it showed that 9% of all the surveyed households had either no phone service or only wireless phone service. Of these, the survey revealed 2.5% of households had no phone service of any kind. Approximately 6.5% used only a cell phone, and 91% used a landline phone.



Interestingly, the research found that "wireless only" households are much different from other households demographically. The "wireless only" group is usually comprised of young males under 35 years old who are educated, employed, and earn less than \$40,000 a year. They are more likely to be single or living in a two-person household with no children. However, it remains to be seen whether these "wireless only" households will continue to use only cell phones as they age, marry, buy houses and have children. This "wireless only" demographic is generally under-represented in telephone surveys. Thus, these households can create a population segment gap in telephone survey research.

Consequently, the 2005 Cell Phone Summit came to the consensus that telephone surveys may need to consider including cell phone numbers in their sample somehow, which presents other challenges. Interviewers will have to take into account the fact that cell phone users may have an uncertain location at the time of the survey, such as in a car, which could impact the quality of the survey data obtained. Nonetheless, telephone research still remains viable, and an excellent primary research option.



Mark Dengler
President

President's Corner

As we enjoy the summer season, many managers use this period to benchmark where their organization is positioned relative to strategic planning goals. The summer and early fall are excellent times to think of competitive positioning and strategic planning. Most importantly, it is time to understand the organization's strategic leverage. What market opportunities exist that your company can seize upon?

Let market research help you understand the market and evaluate new business opportunities. RMS also facilitates strategic planning sessions for many organizations.

The key to effective strategic planning is ensuring cross-functional involvement among the entire organization. There needs to be communication between strategic business units as well as within them. Using a broad based approach ensures a planning work product that highlights how an organization could exploit or change its strategic leverage and, therefore, its competitive position.

RMS' Professional Services Include:

- ✓ **Custom Survey Research**
 - Telephone Surveys
 - Written Surveys
 - Focus Groups
 - Personal Interviews
 - Electronic Surveys
 - Mystery Shopping
- ✓ **Site Selection Research**
- ✓ **Strategic Planning**
- ✓ **Customer Satisfaction Measurement**
- ✓ **Competitive Positioning & Intelligence Gathering**
- ✓ **New Product/Service Feasibility Studies**
- ✓ **Customer Profiling**
- ✓ **Geographic Analysis of Business Patterns**
- ✓ **Demographic and Psychographic Analysis**

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