



# Results You Can Trust!

## Research Capabilities

# RTS Marketing Research

- Full-service marketing research firm
- Founded in January 2006
- Qualitative and Quantitative Research
  - Telephone, Online, In-person
  - Focus groups, Executive interviews
  - Mystery shopping
  - Ethnographic interviews
- 10 years of experience
- Member of:



# About Us

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## Services

- Qualitative
  - Focus groups
  - In-depth interviews
  - Executive interviews
  - Web-based qualitative
- Quantitative
  - Telephone surveys
  - Online surveys
  - Intercept surveys
  - IVR surveys
- Ethnographic Interviews
- Mystery Shopping

## Industries

- Advertising
- Education
- Environmental
- Energy
- Financial Services
- Grocery
- Healthcare
- Non-Profit
- Restaurants
- Retail
- Transportation
- Utilities

# Client List



The Well-Oiled Machine<sup>SM</sup>



BARRETT WEHLMANN LLC  
WWW.BARRETTWEHLMANN.COM



# Administaff Case Study

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Administaff's Health and Welfare department was in need of re-naming benefits packages to combat the confusion brought on by the generic alphabet-soup of names currently used. After receiving several proposals, Administaff, the company that serves as a full-service human resources (HR) department for small to medium-sized businesses, chose RTS Marketing Research based on their professionalism, desire and sincerity. **"Throughout the planning stages, RTS was more than accommodating and very receptive to our ideas and requests,"** said Elisa Munoz, marketing copywriter. "During the actual focus groups our moderator did an excellent job of wrangling different personalities and directing dialogue to the heart of the discussion," noted Dena Carrera, marketing manager.

"In our post-focus group meetings, **RTS' findings and conclusions were accurately presented, thorough and complete,**" noted Jason Cutbirth, managing director, Marketing and Corporate Communications. Administaff accepted the recommendations of RTS to rename their benefits plans with patriotic-themed categories, and the materials will be featured in their new benefits brochures. "This was our first time working with a research company, and **we are so pleased that we decided to go with RTS Marketing Research,**" said Munoz.

The logo for RTS Marketing Research features the letters 'RTS' in a large, blue, hand-drawn, sans-serif font. The letters are slightly irregular, giving it a casual, approachable feel. Below the 'RTS' text, the words 'MARKETING RESEARCH' are written in a smaller, black, all-caps, sans-serif font.

MARKETING RESEARCH

# Research Products

# Customer Experience Audits

What do you see? A rabbit or a duck?



When your customers look at your product or service, do they see the same thing you do?

An audit of your customer's experience can tell you what they see when they look at your company.

Through a variety of methodologies, RTS Marketing Research can help your company better understand what your customer's experience is like. A typical Customer Experience Audit will include:

- Ethnographic interviews
- Customer focus groups
- Customer surveys

# Measuring the Customer Experience

A customer's overall experience is the product of three factors:

- **Expectations** of what is going to happen,
- **Observations** of the actual product/service
- **Outcomes** of the transaction.

At RTS, we can implement programs to measure and evaluate the entire experience:

## Expectations

- Attitude and Usage
- Brand Equity
- Advertising Awareness
- Public & Brand Image

## Observations

- Product/Service Evaluation
- Customer Service Evaluation
- Pricing Audits

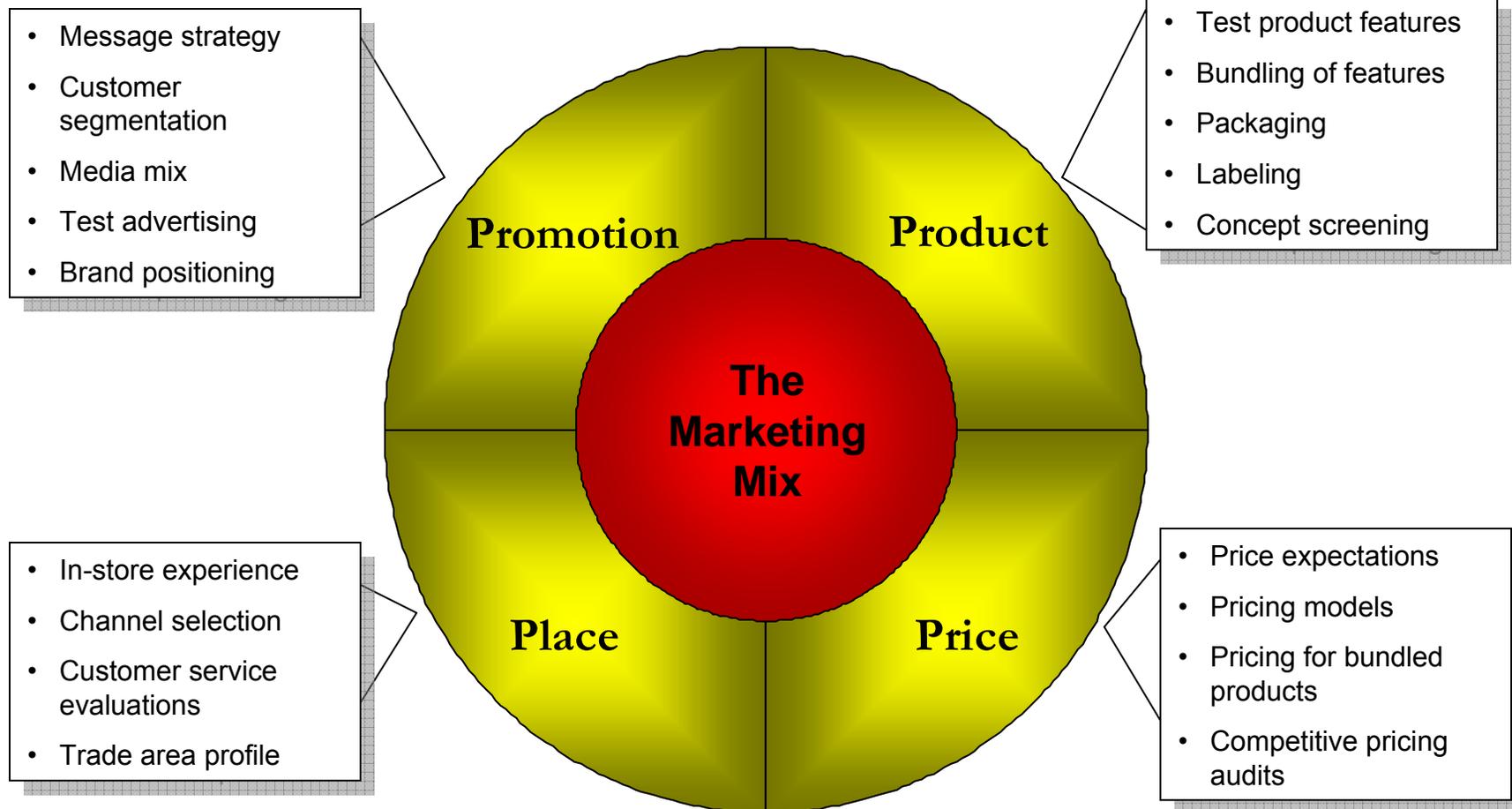
## Outcomes

- Customer Satisfaction
- Customer Loyalty
- Word-of-Mouth Tracking

## Marketing the Experience

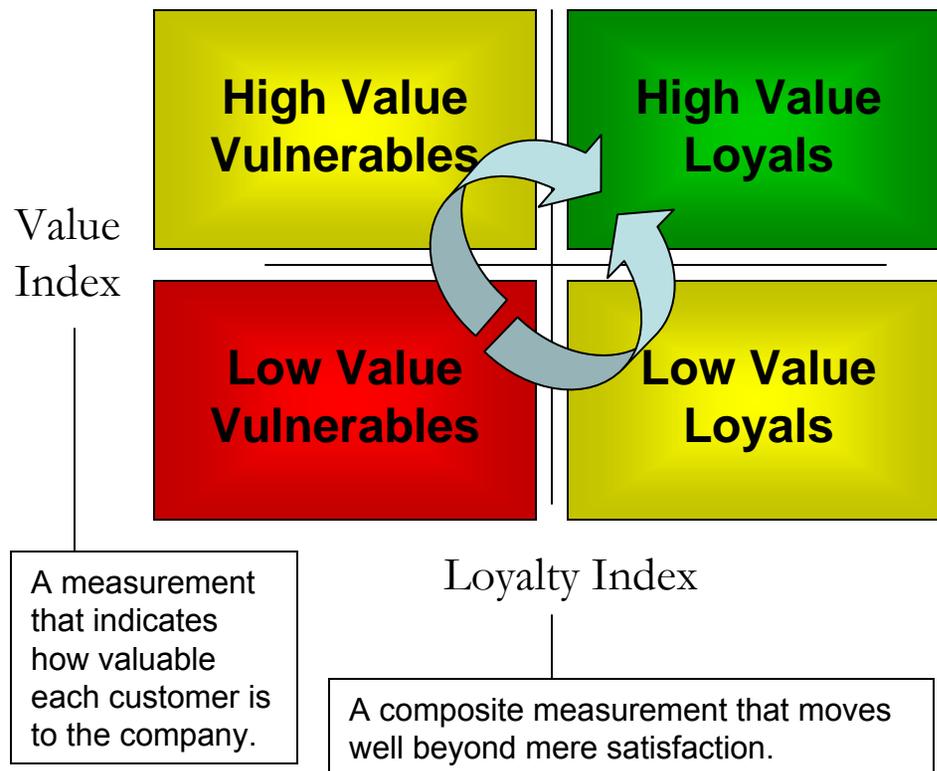
- Ad Testing
- Message Strategy
- Copy Testing
- Concept Screening
- Product Testing
- Package Testing
- Market Segmentation
- Pricing Studies
- Product Design & Bundling

# Marketing Strategy Research



# Customer Loyalty Audits

Move beyond mere customer satisfaction.  
Determine how to **drive customer loyalty**.



Traditional customer satisfaction surveys are not enough anymore. Mere satisfaction does not drive repeat business. Businesses today need to know what makes a customer loyal.

An audit of your existing customers' loyalties can help you understand how and what to communicate.

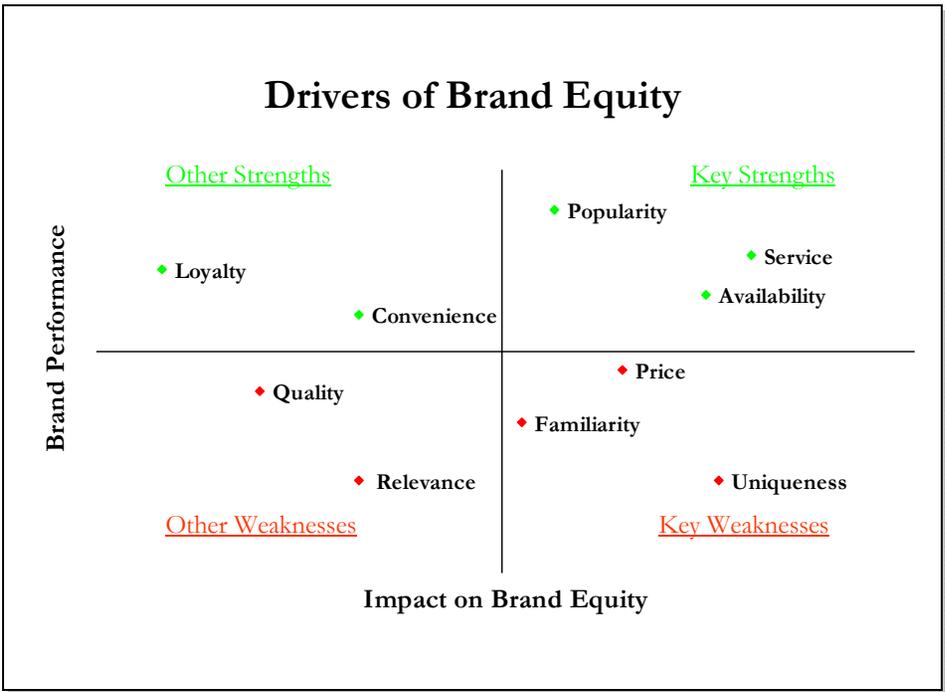
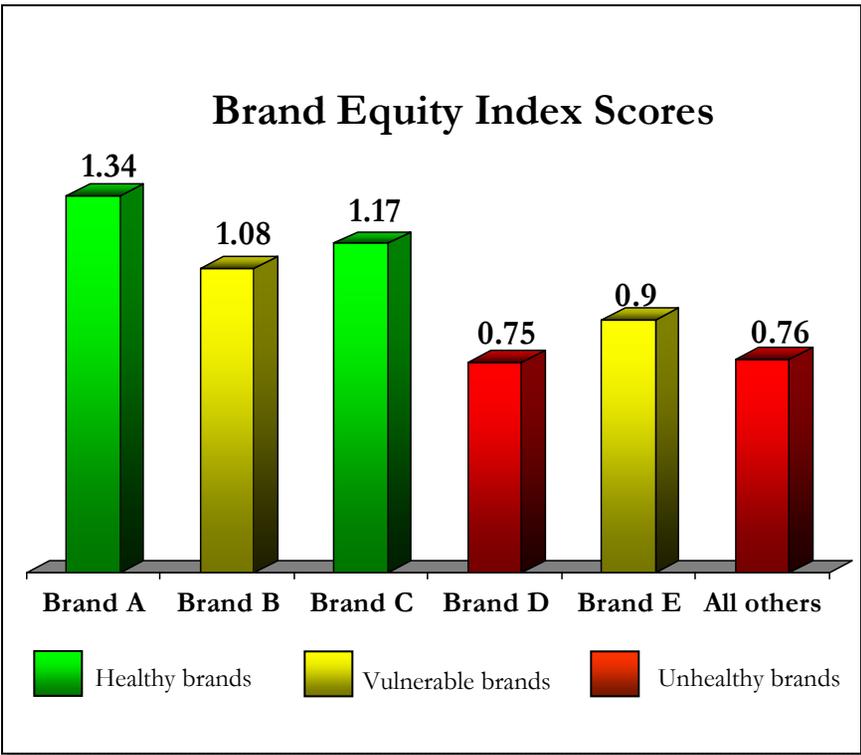
RTS Marketing Research can help your company better understand what drives your customers' loyalty and how best to grow your base of loyal customers. A typical Customer Loyalty Audit will include:

- Customer surveys
- Customer focus groups
- Mystery shopping

# Brand Equity Measurement

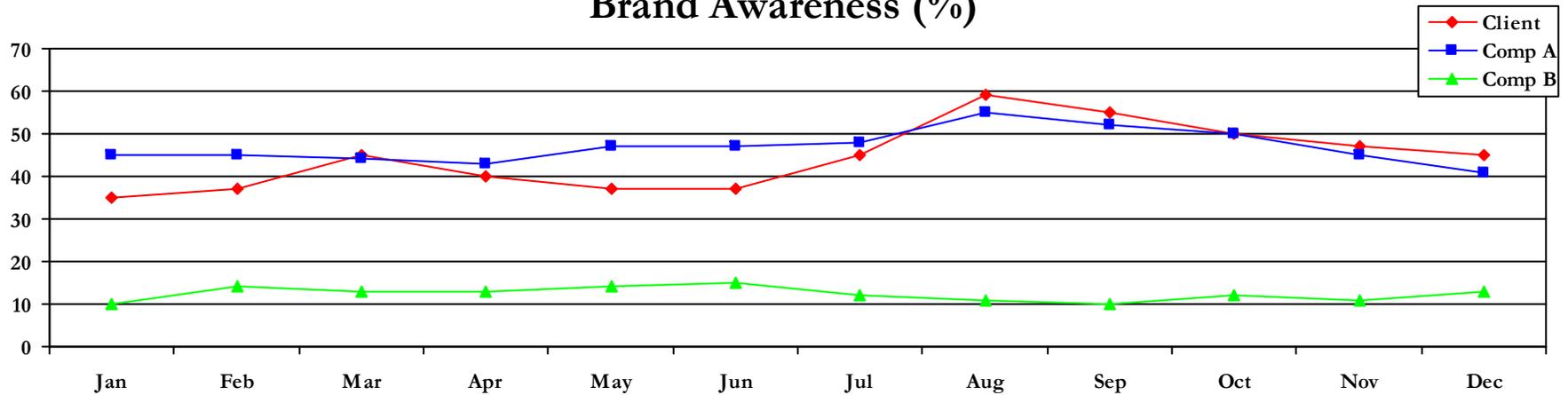
Given the amount of money spent supporting and building a brand, it is critical that companies measure the amount of equity they have established in their brand. That's why RTS Marketing Research developed the Brand Equity Index to help companies measure and understand the underlying elements of their brand equity.

$$\text{Brand Equity Index} = \frac{\text{Amount market is willing to spend on your brand}}{\text{Average amount market is willing to spend on any brand}}$$

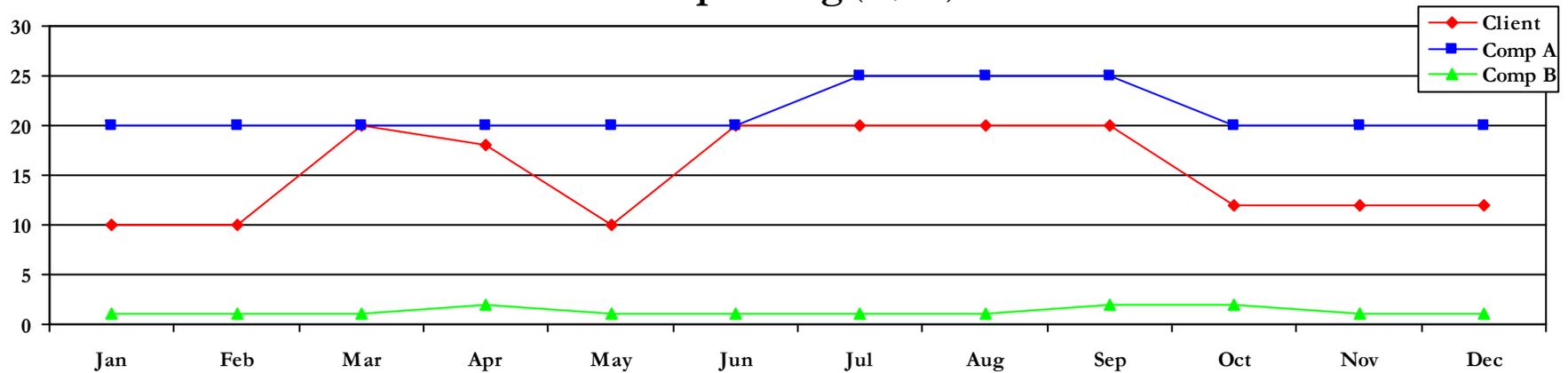


# Ad Tracking

## Brand Awareness (%)



## Ad Spending (\$10,000's)



# Syndicated Research Report



- Survey of 600 households in Houston
- Reports on...
  - Banking behaviors
  - Bank loyalty
  - Switching motivations
  - Brand perceptions



# What Makes RTS Different

Founded on the Principles of...

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**ACCURACY** *Accuratio...*

**INSIGHT** *Intellectus...*

**GUIDANCE** *Auspicium...*

# You can count on the results from RTS

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## **ACCURACY** *Accuratio...*

- Results will be on target, the first time.
- We employ the latest quality control measures.
- We will recommend the right methodology to answer your business questions.

***Results you can trust***

# You will receive meaningful results from RTS

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## INSIGHT *Intellectus*...

- Results are not just raw numbers.
- We will highlight the key findings and the strategic implications for your business.
- We provide insightful analysis based on a clear understanding of your business objectives.

***Understand what the results mean***

# You will know what to do with the results from RTS

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## GUIDANCE *Auspiciam...*

- Results need to be useful.
- We will guide you through the results until it is clear how to apply them.
- We will work with you to use the results to grow and improve your business.

***Know how to apply the results***

# Contact Us

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For more information on how RTS Marketing Research can help your company grow its business contact us at:

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