

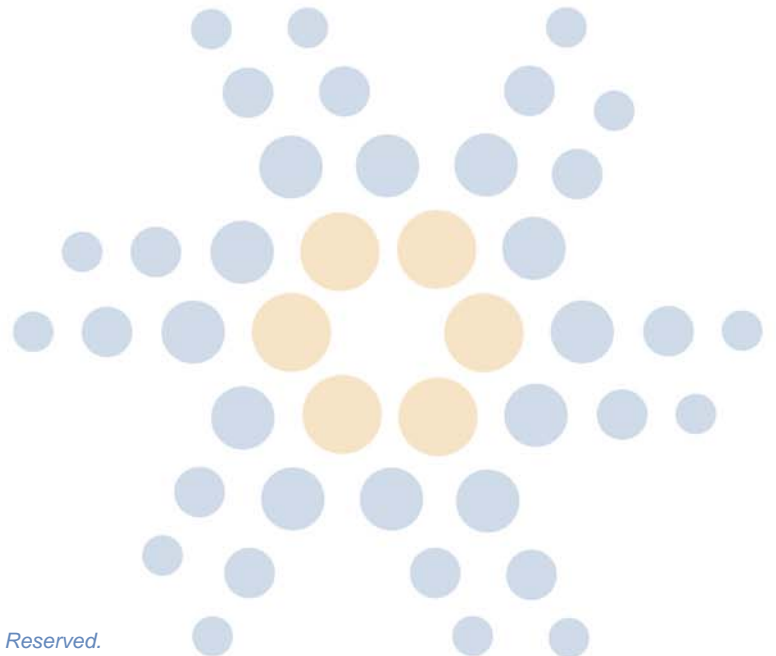


RKM
Research & Communications

• • • *Dig deeper. Climb higher.*



Our Capabilities





About RKM Research and Communications

Market research is a means to an end, which is finding solutions to business challenges that create competitive advantage.

We combine proven quantitative and qualitative research techniques with original thinking to deliver strategically integrated solutions to meet our clients' business needs. We work with companies and organizations to identify the most efficient and effective way to meet the interests and preferences of the people they serve. We add value by working closely and collaboratively with our clients to identify the specific information they need to address their most pressing business challenges, and then gather the information they need to make fully-informed, evidence-based business decisions. Our highly experienced, multi-disciplinary team of analysts identifies market-based solutions that our clients use to improve their performance based on a more foundational understanding of what matters most to their consumers and constituencies.

Our highly experienced team has a passion for problem solving. We bring energy and enthusiasm to every assignment. Research is an originaive process that requires a tireless commitment to methodological rigor, supported by critical thinking and innovative problem solving skills.



Our Approach

Our work is guided by a simple but disciplined approach that views research as a way for businesses and organizations to improve their performance based on a clear and straightforward awareness of what drives success.

We believe that good research starts with the best possible information.

- Through improved questionnaire design, innovative measurement techniques and superior data collection quality, our research starts with the most valid, reliable and predictive data.

We believe that effective decision-making requires more than good judgment.

- Through clear and cogent analysis, our research explains consumer preference and choice, giving managers systematic information to make evidence-based business decisions.

We believe that business performance is advanced through competitive insight.

- Through careful interpretation, we create competitive advantage by delivering market-based solutions rooted in a deeper understanding of the most efficient and effective ways to meet the interests, needs and preferences of consumers.

It is our mission to make research matter by gathering, analyzing and interpreting the results of every project and focusing on the right predictive metrics to provide our clients with integrated strategies and executable tactics to strengthen retention, improve acquisition and increase the lifetime value of every customer relationship.



Market Research Services

Quantitative Research Services

- Customer loyalty research
- Brand tracking research
- Consumer choice modeling (discrete choice)
- Social and commercial marketing campaigns
- Customer acquisition research
- Brand association research
- Customer experience research
- Advertising and creative concept testing
- Advanced customer segmentation analysis
- Communications development
- Brand identity research
- Customer satisfaction research
- Distribution channel audits
- Strategic image surveys
- Advertising effectiveness research
- Public opinion polling (consumer attitude research)
- Brand positioning research
- Economic impact modeling
- Image and awareness studies
- Demand estimation
- Buyer decision processing
- Program evaluation
- Brand attribute gap analysis



Quantitative Research Expertise

- Research design
- Sample design
- Experimental design
- Exploratory and confirmatory questionnaire design
- Stratification (over-sampling)
- Complex weighting
- Controlling for latency, primacy and context effects

Qualitative Research Services

- Focus groups
- In-depth interviews (IDIs)
- Probing ideation
- Usability testing
- Observational methods (process evaluation)

Qualitative Research Expertise

- Projective elicitation
- Reflective laddering
- Re-directive questioning
- Distinguishing semantic and episodic recall
- Consensus and perceptual mapping
- Non-directive probing
- Implicit construct identification



Experience

Scope

■ We have extensive experience conducting telephone and online surveys at the local, regional, national and international level. We regularly conduct B2C and B2B research spanning a vast international geography and inclusive of multi-lingual audiences.

Breadth

■ We work with a wide variety of clients serving a wide variety of industries. The breadth of our experience enables us to bring new ideas and fresh perspectives to every assignment. We also have extensive experience with state-of-the-art analytics and advanced statistics, enabling us to provide our clients with definitive insight to achieve their business objectives.

Customization

■ We recognize that every one of our clients is unique, and that every assignment we are tasked with has unique objectives. We know that every business is unique, every market is unique and the marketing and growth goals of different organizations vary by market, competitive positioning and opportunities in time. The research we conduct for our clients is highly customized to meet the unique goals of each individual assignment.



Clients Served

We have broad experience working with a variety of clients:

- Private companies
- Non-profit organizations
- Publicly owned corporations
- Federal, state and local agencies
- Media organizations (electronic and print)
- Membership organizations

Industries Served

We have broad experience working with a variety of industries:

- Hospitals
- Banking
- Health insurance
- Technology
- Utilities
- Telecommunications
- Advertising
- Newspapers
- Realties
- Energy suppliers
- Agriculture
- Marketing
- Professional services
- Manufacturing
- Auto dealerships
- Financial services
- Transportation
- Risk-management
- Public relations
- Higher education
- Cable operators
- Television
- Construction
- Wholesale / retail



State-of-the-Art Facility

Our newly renovated facility is equipped with a state-of-the-art in-house computer-assisted mixed-mode interviewing system, supported by dedicated fiber optic voice-over IP phone service.

Telephone and online surveys are programmed, administered and coordinated from our central office using proprietary software that is audio- and visually-enabled, and measures task-timing functions in milliseconds.

The enhanced continuity, integration and coordination within our field unit of interviewers, team leads and analysts offer several quality assurance advantages:

- Improved quality control through extensive direct training and continuous monitoring of interviewers.
- Seamless communication between interviewers, team leads and project analysts.
- Direct pre-test feedback from highly trained interviewers and team leads concerning question wording, questionnaire length and incidence rates.
- Quality control over the interview process through unobtrusive monitoring of interviewers and team leads.
- Control over the schedule of work, giving us more flexibility and control to complete projects on a more timely basis.



Advanced Analytics

In addition to univariate and bivariate statistics, we have extensive experience with advanced analytics to support the needs of the most demanding projects, including:

- Linear and non-linear multiple regression
- Conjoint analysis
- Cluster analysis
- Time series analysis
- TURF analysis
- Factor analysis
- Card sorting
- Discriminant analysis
- Structural equation modeling
- Segmentation analysis
- Hierarchical Bayesian estimation
- Discrete choice analysis
- Logistic regression
- Perceptual mapping



Online Reporting Portal

Data for telephone and online surveys are available in real-time on our web portal and can be customized for each individual client.

- All survey data, including call history, survey quotas, interviewer activity logs and other information are available in real-time (while projects are in field).
- Data can be easily exported in a variety of electronic formats, including Excel and SPSS.
- Surveys can be programmed to send an automatic e-mail directly to our clients if flagged by a particular question during the administration of a project.
- The portal allows our clients to run reports at any time. All reports are web-based, and support extensive filtering options, including date of interview and completed interviews. The following is a partial list of reports that can be generated on demand:
 - Progress reports that show disposition codes by day and by interviewer.
 - Quota reports that show completions for each sample and stratification quota.
 - Interviewer productivity reports that combine interview outcome codes with calls made per hour.
 - Call-back and outstanding appointment reports.
 - Descriptive reports that include questionnaire printouts and marginal frequencies.
 - Customized cross-tab reports with columns that are client specified.
 - Supervisor reports that show the number of interviews monitored by a team lead.
 - Verbatim output reports with responses for all open-ended questions.



Document Sharing Portal

The reporting portal also includes an electronic document sharing archive where all materials related to a project can be shared, including:

- Survey questionnaires
- Data files
- Scorecard and dashboard reports
- PowerPoint presentations
- Detailed cross-tabs
- Written reports

This section of the portal provides a secure and reliable location for authorized and approved parties to access copies of all relevant project documents.

Contact Us

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