

YOUR DATA COLLECTION PARTNER

For over 20 years RSM has delivered high quality, cost effective data collection services to some of the world's leading research agencies and consultancies.

We take care of all aspects of research design and implementation – guaranteeing delivery to time and specification – leaving you free to focus on delivering insight to your clients and winning more business.

Our first-rate in-house resources include online and telephone access to businesses and consumers in over 50 international markets including Europe, Asia, the Americas, and the Middle East.

We are experts at researching hard-to-reach audiences such as niche consumers and senior business audiences, including CEOs.

We also undertake database building and verification and lead generation.



 **RSM**

Why RSM?

- We take complete responsibility for your data collection
 - Proven track record of guaranteed delivery to time and specification
 - Expert advice on design, sampling, feasibility, and field issues
 - Senior, proactive project management team
 - Access to wide range of the best business and consumer web panels
 - Senior teams of UK and indigenous international researchers, credible with senior business people and all types of consumers
 - Full range of data collection methods
 - Excellent insight generation using RSM's in-depth SMARTPHONE
 - Database building and verification and lead generation
 - Exceptional value
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Research methodologies

CATI

- 70-line in-house CATI centre at London Bridge
- UK and indigenous international teams
- Experts at hard to reach audiences
- First class quality controls (ISO 9001:2000)

Web

- Customer, employee and market surveys
- Unique panel broker – access to the best panel for each specific project
- Fully integrated CATI/Web studies

SMARTPHONE

- Added insight from in-depth telephone approach
- On-line prompts to stimulate discussions
- UK and international and hard to reach audiences

Focus Groups

- In-house UK moderators for consumer and business markets
- International partner agencies for local expertise
- All logistical aspects organised in-house

Recruitment

- Dedicated and expert recruitment team
- Experts at hard to recruiting hard to reach audiences

Urban Interviewing

- Street intercept and door knocking interviews
 - In most challenging central and inner city locations
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Geographic coverage

Our coverage is truly global – we have been researching businesses around the world for 20 years, including in:

- EMEA
- CEE & CIS
- Americas
- Asia Pacific
- BRIC countries (Brazil; Russia; India; and China)

Sectors

We have extensive sector experience, including:

- Financial Services
 - Banking and Insurance
 - City Finance
 - Personal Finance
 - IT/ICT/Technology
 - Healthcare
 - Pharmaceuticals
 - Retail/Wholesale
 - Leisure & Tourism
 - Construction
 - Publishing
 - Media/New Media
 - Advertising
 - Automotive
 - Transport/Logistics
 - Manufacturing & Industry
 - Chemicals
 - Energy and Utilities
 - Public Sector
 - Social
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Audiences

Business

- SMEs though to large scale corporates
- UK and international markets
- C-suite executives

Consumer/social

- UK and international representative sample surveys
- High net worth and high income consumers

Opinion Formers

- Government – legislators, regulators, civil service
 - Media and analysts
 - Non-government organisations and charities
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Research capabilities

Our research capabilities include the following expertise:

- Brand and communications
 - Ad tracking
 - Pre and post testing
 - Corporate reputation
 - CSR
 - Employee
 - PR research
 - Market studies
 - Market modelling/sizing
 - Customer satisfaction
 - Concept testing
 - Service testing
 - Attitude and opinion
 - Usage audits
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Quality control

- Strict adherence to industry standard codes and ethics
- MRS member
- AIMRI member
- ISO 9001:2000 accredited

Database Building and Verification

- We specify, source and build contact databases for niche consumer and business markets, both in the UK and internationally.
 - We also provide fast, cost-effective database updating and verification services.
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Lead Generation

- RSM helps clients generate sales with existing and prospective customers by identifying needs and opportunities, communicating product and service information, setting up sales meetings and recruiting for attendance at promotional events.
 - We have extensive experience of both consumer and complex B2B service markets (including ICT, Property and finance) and have credibility with the most senior management audiences - up to and including CEOs. We have over twenty years experience of successfully reaching senior business decision makers and engaging them in credible dialogue.
 - Our senior prospecting team will represent your organisation with the utmost professionalism and skill.
 - RSM provides high value, high volume, credible sales support to clients including Genesishomes, Erinaceous, KPMG and IBM.
 - Contact us to find out how we can help you:
 - *Build, update and verify your database.*
 - *Generate leads and appointments.*
 - *Follow up responses to direct-mail campaigns.*
 - *Keep in touch with customers and renew relationships with lapsed customers.*
 - *Find out about industry developments and the activities of competitors.*
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Clients

RSM works with some of the world's leading corporates, research agencies and consultancies:

- Andrew Smith Research
- Basis Research
- Blockbuster
- BT
- Carphone Warehouse
- Cogent Research
- Conquest Research
- Define Research & Insight
- Dr Foster Intelligence
- Edge Research
- EMGE
- Ernst & Young
- Google
- Hall & Partners
- Homebase
- HPI Research Group
- IDC
- KPMG
- Lewisham Council
- Lloyds TSB
- London Stock Exchange
- Mercer Consulting
- MMEye
- MSN
- NatWest
- O2
- Ofcom
- Origin Brand Consultants
- Ovum Consulting
- Profundus Consulting
- PWC
- RS Components
- Satmetrix
- Seafood Alliance
- Southwark Borough Council
- Surrey County Council
- The Mergermarket Group
- The Planning Business
- T-Mobile
- UKTI
- Vail Williams
- Veolia Environment
- Visa
- Vodafone
- WDG Research

Testimonials

"RSM manages time sensitive data collection on continuous and tracking studies with accuracy and quality. This allows agencies like HPI to get on with adding value to our own clients, rather than worrying about data quality and the data collection process. By understanding our needs, RSM has repeatedly demonstrated accuracy, speed, flexibility and helpfulness. All vital aspects for successful management of continuous tracking studies."

TERRY PRUE & CLIVE ELLIS, HPI RESEARCH GROUP

"I've successfully worked with RSM on a number of projects, and have found their professionalism and expertise to be invaluable. They are able to work to a complicated brief, and deliver accurate results within the promised timescales. I've come to rely upon RSM as my market research agency of choice, and wouldn't hesitate to recommend them to anyone requiring this type of work."

ALEX KWIATKOWSKI, OVUM LIMITED

"Our working relationship with RSM spans 5 years. In that time I have found them to be professional in their dealings and with their output. Most importantly, the RSM team is a strong one and I have appreciated their responsive, friendly, efficient and hard working ethos that ensures the projects run smoothly, on budget and within agreed time frames."

JAMILA SANGARI, ORIGIN BRAND CONSULTANTS

"Many of our projects require hard to find respondents and are time sensitive. We need a supplier who does not fail to deliver. RSM are helpful, flexible and competitive, which has made them one of our preferred suppliers over the last couple of years."

SARAH THOMPSON, HALL & PARTNERS EUROPE LTD

"RSM is extremely easy to do business with, and is our vendor of choice for phone surveying. They are extremely responsive and knowledgeable, and easily meet our phone survey quotas. They are competitively priced and provide an exceptional level of service. Highly recommended."

TONY VERDUCCI, SATMETRIX

"RSM conducted fieldwork for a new Government advice service in a highly efficient and proactive manner. I was most impressed by the quality of both the field and project management teams."

ANDREW SMITH, ANDREW SMITH RESEARCH

Contacts

To discuss your research requirements contact:

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We look forward to discussing your research needs

