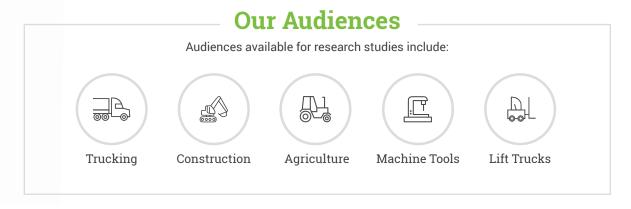


# Seventy-five percent of companies say they don't understand their customers

With the challenges of running a business and maintaining operations, it can be hard to stay on top of changing customer needs. Many businesses don't have the resources, internal research expertise or a way to reach their target customers for insights.

Randall-Reilly has been conducting proprietary research for clients in the trucking, construction and other industries for more than eighteen years. Through our media brands and the largest proprietary contact database in the industry, we help our clients gain the insights they need to build brand awareness, introduce a new product or service, explore a more competitive positioning and more.



Randall-Reilly

# **Our Approach**

**STEP** 



Discovery call

to confirm objectives, research needs, project scope and targeted audiences. STEF



Deliver research

project plan and cost estimate.

STEP



**Develop survey** 

questions, recommended cover message, and provide link to test survey. STEF



Launch survey,

monitor response rate and optimize as needed.

**STEP** 



Develop survey findings report

for client review. Additional data sorts provided as needed.



# Randall-Reilly

# **Estimated Project Management Cost: \$10,000**

## This includes:

- ✓ Consulting services to help define audience
- ✓ Development of or consulting on survey questions
- ✓ Designing/programming survey on our platform
- √ Fielding survey and response management
- √ Survey findings report

## Additional quantity-based cost:

✓ List Rental – We charge .30 cents per name and typically stagger survey waves of 10K, using only as many names as needed to meet your goal. Talk to your Sales
Representative today to find
out how we can support
your research needs.

Don't let the lack of internal resources or access to your target customer be a barrier to getting the data you need to make fact-based decisions.