

Platinum Intercept Program

With intercept research, you should always know *exactly* who is interacting with your customers, and have **complete confidence in how your company is being represented**. Developed collaboratively with a Fortune 500 retail client in response to shortfalls with conventional intercept offerings, MDC's Platinum Intercept Program is an **industry-leading approach** to in-person survey research.



Seamless Execution Across Markets

Introductory calls and letters extended to store management before project launch, ensuring expectations are consistent and any questions are answered before a problem arises.

Client-sanctioned letters of introduction delivered to store management by MDC interceptors before each and every shift, ensuring cooperation and smooth execution.

Centralized project oversight combined with **in-market management** efficiently handles project challenges, logistics, QA procedures, etc.

Daily or real-time client updates on productivity and key questions.



Accurate and Consistent Data

100% of interviews completed by **highly-trained, professional MDC staff** (not hired temps). They are self-sufficient and professional, with dress codes exceeding retail employee requirements.

Our dedicated intercept staff provides **consistent survey administration** across locations and markets, often difficult to achieve when staffing from various sources.

Our staff is fully accountable for **high-quality, accurate data** (vs. sloppy or incomplete data sometimes gathered via other methods).

A percentage of all completed interviews are called back over the phone and **verified for accuracy**.



Focus on Customer Experience

MDC staff are trained to **minimize the impact of their presence** in a store.

The customers' experience is always priority one. Interceptors never interfere with customers' retail mission. Interviews are typically conducted after shopping or other activities are completed.

Customers are never "sold" on participation. While our staff are productive and efficient, **even the mildest refusal is honored** immediately and without negativity.

Interviews can be conducted via a **variety of methods and devices**, from traditional paper-and-pencil to tablet and mobile phone technology. We strive to customize the method to **optimize the experience** for participants.

Our approach is leveraged by several key MDC clients, including:



Shopalong Research

In-Person

With our traditional shopalong approach, a trained MDC moderator accompanies the subject on their shopping journey—whether at a brick-and-mortar retail location, or an online purchase from a home, office, or other location.

- We identify and screen those who are at the appropriate place in the **purchase journey**.
- Moderator observes **shopping behavior** and questions/probes accordingly.
- Often combined with in-home **ethnography** to help our clients gauge unspoken needs and preferences.
- **Research can be multi-phase**, incorporating upfront purchase journey/decision trees, OOB, and post-purchase usability evaluations



Virtual

Recognizing there is often a tradeoff between depth and breadth of findings, MDC also conducts virtual shopalongs in a variety of formats. While some deeper observational insights may be lost, these approaches provide **budget-friendly** options to include more participants or a greater number of markets than in-person methodologies.



Point of engagement surveys. Short survey links or QR codes are featured on in-store signage, driving participants directly to mobile surveys.

Shopper diaries. Participants upload a variety of content—from photos of what catches their eye when shopping through video snippets highlighting their shopping experience. Our moderators can use chat applications to probe for appropriate detail as part of this process.

Social media communities. Participants engage with other shoppers through an online community, adding collaborative insights to the research process.



Video Storytelling

Intercepts



Shopalongs



Site Visits



Ethnography



Focus Groups

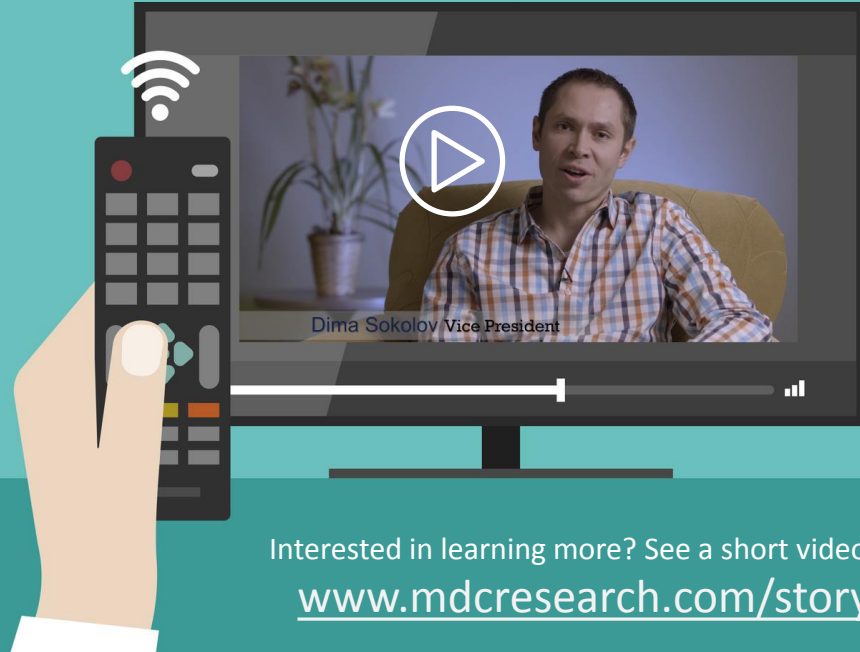


Usability Research



Qualitative research must tell a story, but the power and impact generated by the qualitative process is often lost with traditional written reporting tools. MDC has created an innovative video deliverable which:

- **Engages your team** and communicates the essential research takeaways.
- **Ensures understanding** of key research outcomes.
- Allows product teams to **hear and internalize findings directly from consumers and end users**.



Interested in learning more? See a short video at
www.mdcresearch.com/story

