

Customer Intercepts

Customer Intercepts help retailers and service providers understand the experience of consumers who purchased, as well as those who walked out without purchasing.

Also known as “exit surveys”, Alta360 Research professionals talk to your customers while on-site to determine their motivations for visiting, their expectations, and to collect information about their current experience as well as opinions regarding your competitors.

We maintain a large, nationwide database of Independent Contractors to complete the field work and verify that they understand the specifics of each client program. And with our experience managing both large and small-scale intercept projects, Alta360 Research has the know-how to advise you on survey development and cost-effective incentives to maximize customer participation.

Program Features

Ability to use a mobile device for data collection and to validate intercept completion

Live reporting using Celestial Reporting & Analytics™ platform

- Client branded

- Custom reporting options

- Action Dashboard

- Automated notification of +/- scores

- Control what information is accessed by users.

Demographic or behavioral focus to target specific customer groups or purchase behaviors

Target specific day-parts or time frames for data collection

Program Benefits

Capture data targeting specific customer groups or consumer behaviors, including buying behavior related to day or time of day

Target customer behavior/perception in response to a marketing campaign or new employee training initiative

Collect data regarding non-purchasers and the reason(s) behind a decision not to purchase