

RTS Provides Clarity for Clients

Administaff

Administaff's Health and Welfare department was in need of re-naming benefits packages to combat the confusion brought on by the generic alphabet-soup of names currently used. After receiving several proposals, Administaff, the company that serves as a full-service human resources (HR) department for small to medium-sized businesses, chose RTS Marketing Research based on their professionalism, desire and sincerity. "Throughout the planning stages, RTS was more than accommodating and very receptive to our ideas and requests," said Elisa Munoz, marketing copywriter. "During the actual focus groups our moderator did an excellent job of wrangling different personalities and directing dialogue to the heart of the discussion," noted Dena Carrera, marketing manager.

"In our post-focus group meetings, RTS' findings and conclusions were accurately presented, thorough and complete," noted Jason Cutbirth, managing director, Marketing and Corporate Communications. Administaff accepted the recommendations of RTS to rename their benefits plans with patriotic-themed categories, and the materials will be featured in their new benefits brochures. "This was our first time working with a research company, and we are so pleased that we decided to go with RTS Marketing Research," said Munoz.