

Persona Table

Intercept Research

Let's Talk
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PERSONA TABLE

On-Site Exit Surveys & Event Measurement

What You Get

- Real customer feedback in context (no email list needed)
- KPIs + drivers (satisfaction, return intent, friction points)
- Location scorecards to compare sites and spot issues
- Fast turnaround for ops decisions

How it Works

- Align goals + draft a short survey (target ≤ 7 minutes)
- On-site fieldwork (tablet / QR), with venue permissions
- QC + cleaning (logic checks, de-duplication, field notes)
- Reporting: topline, scorecards, recommendations

Common Add-Ons

- Open-ends + coding (themes + example quotes)
- Incentives (pass-through), multi-language intercepts
- Deeper segmentation (first-time vs repeat, member vs non-member)
- Always-on dashboard + quarterly deep dive

Our Packages & Pricing

Pop-Up Exit Pulse \$4.5K-\$8K

1 location, 1 day/shift
150-200 completes

- Survey + Intercept Plan
- Field Staffing + QC
- Toplines + Key cuts
- 1-2 page action memo

Multi-Site Benchmark \$12K-\$28K

3-5 locations, 1 day each
150-200 completes/location

- Standardized instrument
- Location scorecards
- Drivers analysis
- Readout deck

Always-On Tracker \$6K-\$30K/mo

2-6 location-days / month
KPI Trends + Alerts

- Monthly dashboard
- Rotating locations
- Quarterly deep dive
- Ops tests roadmap

Note: pricing varies by access/permissions, foot traffic, survey length, screening incidence, travel, and incentives. • Contact: Persona Table • [info@personatable.com] • [917-428-2148]

