

May 7, 2013

Subject: Letter of Recommendation

To Whom It May Concern:

I am pleased to recommend Reality Based Group™ to any company wanting to improve their sales programs. IBC has been partnering with Reality Based Group™ for the past 15 years and their deliverables consistently exceed our expectations.

Reality Based Group™ is our long-term partner that truly possesses the innovation and programs to help us improve our research, training, and profitability. Using their services, we have seen a concrete increase in our overall customer service levels. Their team and programs are very innovative and strong, and their advice is priceless.

Over the years of our partnership, RBG has offered new and innovative tools that have provided IBC with greater insight into our On-Boarding process, Customer Service, and Training. Their team responds to our analytics with proven, result driven solutions, that have provided our executive team with the knowledge we need to make the best decisions and more importantly, the RIGHT decisions.

Reality Based Group™ is an integral component in all customer-facing aspects of our business. In our opinion, RBG's products and services are the best in the customer experience management market. RBG has become a valued partner for IBC, one that we can count on today and for years to come.

Sincerely,



J. Jorge Verduzco  
Executive Vice President