



The Allstate Corporation  
2775 Sanders Rd.  
Northbrook, IL 60062-6127

## **Recommendation Letter**

Josh,

I am very pleased to recommend Reality Based Group for customer focused studies. They have been a great partner for us and have delivered above expectations. Their timeliness, speed to market and results driven approach was exactly what I was looking for in a resource.

Reality Based Group is a company that is not viewed as a vendor, but instead as a client partner. They do truly want to provide us with the best intelligence with regard to our needs. It's evident in working with their staff they are dedicated to their mission to provide the best service possible. The metrics & analytics they provide complement their front-end resources and with Reality Based Group's support we are able to deploy and report on surveys faster than before. Everything is concise and easy to use; Reality Based Group does all of the work!

Reality Based Group™ would be a great client partner for any company looking to better manage their customers' experience.

Sincerely,

Lisa

Lisa A. Sturgeon  
Marketing Senior Manager  
Allstate Insurance Company