

Bridgestone Retail Operations, LLC

24361 El Toro Rd., Suite 250 • Laguna Woods, CA • 92637

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To whom it may concern,

The Bridgestone Retail Operations Western Zone has been utilizing Reality Based Group™ since 2009 and they have exceeded all expectations with their deliverable.

We use RBG to provide mystery shopping at each of our 270+ retail tire and automotive service locations. We view RBG as long-term partners who truly want to help us improve all of our business operations. In addition to the key services offered by RBG, the metrics and analytics they provide at no additional cost to complement their front-end resources further subsidize their worth to BSRO. With Reality Based Group's support, decisions that took months now take days. Everything is concise and easy to use; RBG does all of the heavy lifting for us.

We have seen a marked increase in our overall customer service, and have been using the mystery shops to coach and train to strategic goals. We have adjusted the program annually and RBG has been there to support and adjust the program with ease, consistently delivering above expectations.

I know that our relationship with Reality Based Group™ has allowed us to further fulfill our mission of delivering above expectations within our customer experience and training. What they do is part and parcel of any customer-facing position.

Reality Based Group™ is simply the best customer experience management provider on the market today.

Sincerely,



Brian Caldwell
Sr. Marketing Manager
BSRO – Western Zone