



Java Spot/Dollar Spot

## Letter of Recommendation

RL Jordan has been utilizing Reality Based Group™ since 2010 and they have exceeded all expectations with their deliverable.

We use RBG to provide mystery shopping at our Hot Spot convenience store locations as well as our Hardee's and Subway 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 are impactful and easy to understand.

With RBG'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 even utilized RBG to complete our in store merchandise and readiness audits. I know that our relationship with Reality Based Group™ has allowed us to further fulfill our mission. 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,

A handwritten signature in black ink, appearing to read "R. L. Jordan".

Director of Operations  
R. L. Jordan Oil Co.