



Reality Based Group™ is the leader in the customer experience management space, with over two decades delivering solutions to over 15 vertical markets. Reality Based Group™ is the only company that installs a process that systematically increases the frequency of revenue driving behaviors. Our programs increase revenue, decrease defection, insure training dollars, and provide training uniformity. Our solutions provide client partners a holistic view of their business and a road map to best practices for success. Headquartered in Austin, Texas, Reality Based Group™ has continued to ask one simple question as a way of doing business: What, if anything, can be done different or better?



Why Reality Based Group™?

- Reality Based Group™ offers a program unlike any other in the country. Our portfolio includes traditional written mystery shopping, GameFilm® video evaluations, recorded or non-recorded phone calls, customer surveys, customized audits, and training processes. Nobody delivers all of these products on a single reporting dashboard.
- Our clients are assigned a dedicated service team assigned and always a single point of contact. Our high retention rate and referral rate is a testament to this fact. After all, how can we help you improve your customer service if ours is not the best you've ever received?
- Reality Based Group™ has been in business since 1992 and headquartered in Austin, TX. Our 20 years of experience demonstrates our ability to adapt and thrive in the ever-changing marketplace.
- Our founder and CEO, Joe Woskow, invented the video mystery shop. Although not all of our clients utilize this GameFilm® product, they all benefit from the outstanding insight it gives our team. This reality based view delivers reliable data in an actionable way.
- Reality Based Group is the only company that provides a robust coaching and training facility behind the evaluation process. Coach's Guides, Manager Game Plans, and hyper focused training videos accompany both our video and non-video evaluations. It's not about collecting the data; it's how you turn it into action. Our best practice coach's guides turn evaluations (mystery shops) into a discussion about revenue driving behaviors.

8701 N. Mopac Expressway Suite 310 | Austin, TX. 78759 | **877.990.3456**

www.realitybasedgroup.com