

RealScorecard™



Real Scorecard™ On Site Evaluations

If you inspect what you expect, your associates will respect what you expect. Regular performance evaluations are a cornerstone to success. When the data for those performance evaluations is provided by a Reality Based Group™ auditor trained to understand your steps of service while approaching the customer experience from the role of a customer rather than an operational perspective, actionable insight is provided. On site evaluations offers a cost-effective method for approaching these sales and service audits, offering a massive data-gathering effort to quickly determine where opportunities for improvement lie.

PROGRAM FEATURES

More relevant, actionable scorecard design – Reality Based Group™ invented reality based training. To that end, we have been watching sales and service films and grading them on scorecards for almost 20 years. This practice has made us experts in what's objective, quantifiable, and trainable to in any portion of a customer interaction. We use this expertise to create the best scorecards in the business designed to deliver you real, actionable data.

Database of over 200,000 evaluators in the US alone – Reality Based Group™ enjoys the largest written on site evaluator database in the nation.

ALL Gold & Silver Certified evaluators worldwide – Not all evaluators are equal.

A select group of evaluators have undergone classroom and web-based training to understand what it means to be a truly reactive, observant evaluators. These Gold & Silver Certified evaluators are professional on site evaluators, providing data of a higher caliber. As founding members of the Mystery Shopping Providers Association, Reality Based Group™ has access to all Gold & Silver Certified on site evaluators worldwide.

Better evaluator training – In addition to standard written guidelines provided by all other providers, Reality Based Group™ offers audio and video guidelines to our evaluators. This process better prepares the on site evaluators for their experience and strengthens their ability to offer real, objective, actionable data.

On site evaluator demographic filtering – Given the size of our database, we provide a variety of demographic filtering processes (age, ethnicity, marital status, etc.). If you have a specific location that has a clientele comprised of specific demographic subclusters, we are able to match our evaluator demographics to that of your clientele, providing an evaluator profile most closely resembling your current customer base.

On site evaluation testing – Before being allowed to complete your on site evaluations, evaluators can be required to take and pass a qualification test. This test can be based on myriad factors. Capabilities – Memory, Cognitive Function, Professional Skills, etc.; Brand Impression; Brand Loyalty; Industry Experience; etc.

Integrated Game Plan

Reality Based Group™ helps you to close the loop on your customer experience management process. CEM resources (on site evaluations, customer surveys) are a best practice for determining front-line associate accountability. However, with Reality Based Group™'s Game Plan, you now have the ability to utilize these resources as a management accountability tool. Action items from each evaluation or survey can be forwarded within our system to any manager within your hierarchy. Within the integrated dashboard, managers can review their action plans and timelines, then document the steps they took to improve associate performance or replicate a success, allowing for complete transparency across any aspect of your organization.

SYSTEM FEATURES

24/7 Accessibility – Data is only as valuable as your ability to access it. Access your evaluations, surveys, videos or reports at any time from any internet-connected computer or mobile device in the world.

Real-Time Notification – Stale data is as worthless as inaccurate data. You need access to collected data as soon as possible after it is retrieved. Reality Based Group™'s system notifies you via email the moment a delivered on site evaluation or customer survey is received into your system. These real-time notifications can be tiered based on job function, subdivision, score threshold or any other criteria you set.

Tiered Access – You can rest assured that your information is kept on a need-to-know basis. Access is provided only to those individuals your selected representative designates, with access restrictions available. Don't want a store manager getting into the weeds of doing enterprise-wide trending and forecasting? You can restrict each individual's login to only that information which pertains directly to their job function.

Question Versioning By Location – Do you have locations that have different amenities or service programs from the rest? Institute question versioning to allow questions pertaining to those select amenities to be visible only to evaluation auditing those locations which have them.

Over 30 Reporting Choices – From the macro to the micro, from location-based to survey-based, our reporting analytics can slice and dice your data however you want to see it. Any new Reality Based Group™ reporting developments are pushed live to you at no additional charge, and custom development is always available for a nominal additional fee.

Automated & Supervised Quality Assurance and Fraud Protection – Our goal is deliver you real data that enables action. To that end, we have developed a



RealScorecard™ On Site Evaluation Process Map

PHASE 1

Survey Review/Build and Online Dashboard Setup

Timeframe: 7 - 10 Business Days

Upon execution of an agreement between Reality Based Group™ and your company, Reality Based Group's™ team of industry-leading professionals and innovators, in conjunction with Ale your representatives, will revise your existing on site evaluation scorecards and parameters and will lead the creation of new evaluation scorecards as needed.

During this same time period, Reality Based Group™ will create your online dashboard for delivery of completed scorecards and reporting analytics. Access will be granted to all users as requested by your project coordinator, with tiered access available.

PHASE 2

Evaluator Testing /Matching /Training

Timeframe: 7 - 10 business days

(note - this phase may be completed concurrently with phase one)

Reality Based Group™ and your representatives will work in conjunction to develop a comprehensive pre-evaluation process to determine appropriate on site evaluators from Reality Based Group's™ database of over 200,000 qualified evaluators. In consultation with your team, Reality Based Group™ can also provide audio/video on site evaluator guidelines, in addition to the standard written guidelines provided by all other on site providers. This process and the depth of the talent pool to which Reality Based Group™ has access will ensure that the most adept on site evaluators fitting your key customer/evaluator profile will fulfill the evaluations, providing the most accurate, actionable data.

- + Survey Review & Build
- + Online Setup
- + Test, Match, Train Evaluators
- + Complete On Site Evaluators
- + Quality Assurance
- + Evaluation Delivery



PHASE 3

Completing the Evaluations

Timeframe: Evaluations are delivered 24-48 hours after completion

Reality Based Group™ will complete on site evaluations of your locations utilizing the pool of on site evaluators and scorecard process previously discussed. RBG will then provide scorecards/reports/additional deliverables as requested via your online dashboard. Key features include:

- Customized scorecards and evaluation forms
- Evaluation verification (receipt, business card, literature, etc) uploaded to completed scorecard
- Tiered system access with unlimited number of logins
- 24-48 hour turnaround for completed evaluations
- Excel and PDF Export
- Over 30 report choices
- Automatic email triggers when an evaluation has been completed. Triggers can also be created based on score threshold, subdivision, access tier, or numerous other criteria
- 24/7 access from any internet connected computer/mobile device

PHASE 4



Quality Assurance & Evaluation Delivery

Timeframe: 24-48 hours after on site evaluation completion

As mentioned previously, Reality Based Group™ will work with your selected representatives to pre-qualify/test/provide guidelines for evaluatorss from its pool of 200,000 evaluators. As founding members of the MSPA, Reality Based Group™ has access to all Gold and Silver Certified Shoppers. These higher caliber evaluators provide evaluations of a higher quality. Additionally, once evaluations are completed and before delivery via your online interface, they are reviewed by Reality Based Group's™ team of over 50 editors. This group is extensively trained to deliver Reality Based Group's mission of objective, actionable data. Additionally, editors are assigned to evaluations based on industry expertise. The editors ensure evaluator verification is provided and correlates with completed survey and provide additional quality assurance on completed evaluations (spelling, grammar, data alignment, etc.). Reality Based Group™ evaluators are also graded by the editor team on a scale of 1 - 10 based on evaluation performance in accordance with exacting internal criteria. Any evaluator falling below an average score of 8 on their completed evaluation is not utilized by Reality Based Group™.

Real Scorecard™

On Site Evaluation Best Practices

Listed below are a number of recommended best practices to ensure the most accurate data when deploying Real Scorecard™ written on site evaluations:

- Maintain succinct scorecard design focused on objective operational drivers
- Utilize video-based evaluation training
- Ensure targeted reimbursement amount to drive incremental on site evaluator purchase
- Ensure proper compensation for evaluators, given time investment
- Align with Other CEM Resources Under One Analytic Umbrella



User Friendliness and Malleability

As mentioned, Reality Based Group's surveys and reporting analytics are fully customizable based on user preference. Any program changes (standard monthly to activity based; survey changes/versioning; etc) and assignment /organizational hierarchy/business unit changes are generally completed within 1 business day. Additionally, analytic/trend reporting utilities will suffer no ill effects from any changes and will be immediately accessible upon completion of said change. No additional charges are accrued for these services, provided evaluation total is not altered.



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