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# Rent-A-Center uses **GameFilm®** to Improve Customer Experience

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# RAC Sees 11% Increase in Sales Conversion Rates

## Real Issues

Like so many other companies, Rent-A-Center (RAC) trained their employees on the basics of customer service and sales, but had incredible opportunities to improve sales conversions and customer experience.

### **RAC used the traditional 4 step customer service process:**

- How to Greet Customers,
- How to Ask Questions,
- How to Show Their Products
- How to Close the Sale.

Wanting to improve, RAC partnered with **Reality Based Group (RBG)** to achieve a better customer experience, resulting in record-breaking increased sales conversions.

Using **GameFilm®** and **RBG** Coaching Solutions, focus was placed on improving results in the four critical areas of greeting customers, asking questions, showing products, and closing sales.

## Real Solutions

### **RealResults™**

**Reality Based Group** designed a unique Scorecard driven by behaviors that impact revenue and conversions. This scorecard was used to serve as a baseline for what was measured through the **GameFilm®** program.

### **GameFilm®**

**RBG** then sent professionally trained video scouts to every RAC location to obtain quality film of these “customer to employee” interactions. Each professional video scout had pre-identified objectives to produce repeatable, usable, and reliable results that provided RAC direct insight into the customer experience as it unfolds. The **GameFilm®** was then uploaded to the RAC online dashboard provided by **RBG**.

# Overall Behavioral Scores Increased By Approximately 15%

# Sales Conversion Rates Increased From 22% to 33%

## Coaching and Training

**RBG** coaches worked with RAC to take the **GameFilm®** results and create a new **Coaching Playbook**. The Playbook includes real, actionable, and measurable solutions to solve the outlined objectives. RAC received customized playbooks on how to consistently coach their team using the **GameFilm®**. By providing online access at every level to view their **GameFilm®**, from any location and at any time of day, RAC could see how the new Playbook was improving sales from day one of implementation. In addition, **RBG** provided reporting statistics to easily measure results as the new playbook was rolled out to each location.

**RAC team viewed and used the tool regularly at all levels, with a coaching completion rate of over 90%. The RBG coaching method was regularly used at all levels within RAC sales team to achieve impressive results.**

## Real Results

RAC achieved significant results from the **GameFilm®** program. RAC achieved outstanding results with a winning sales team through teamwork, a new Playbook, and continual coaching. The RAC highlight reel:

**Every great team has a great coaching staff. Together through coaching, teamwork, and dedication achieving the highest goal becomes possible.**

***“RBG and their GameFilm® program delivered remarkable results. We implemented the GameFilm® program and used their coaching to achieve a record increase in sales conversions”.*** - Mitch Fadel, President & COO, Rent-A-Center