



**Your Customer Experience Solutions
Mystery Shop RFP 2017**

Agenda



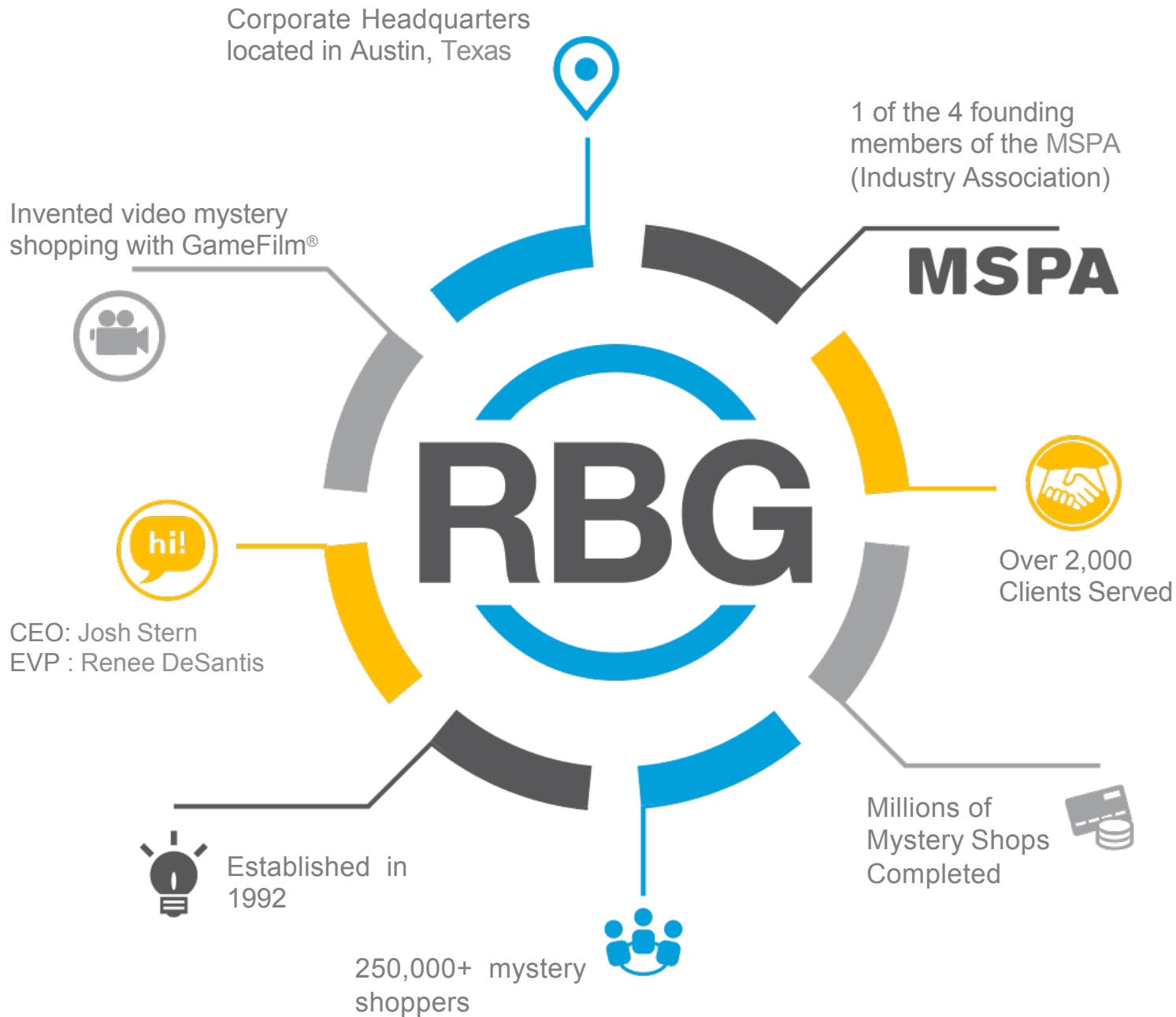
RBG Overview/Intro (Service & Experience)

Account Management & Reporting

Implementation

Q&A & Next Steps





Our Mission

To deliver 'reality based' continuous improvement programs that create world class customer experiences.

Our Vision

To be the first thought every best-in-class company leader has when thinking about how to improve their customers' experience.



Real Check

GameFilm®

In the Huddle

Real Training

Real Feedback

Mystery Shopping+

Real Calls

RBG Process



1. Design



2. Shop



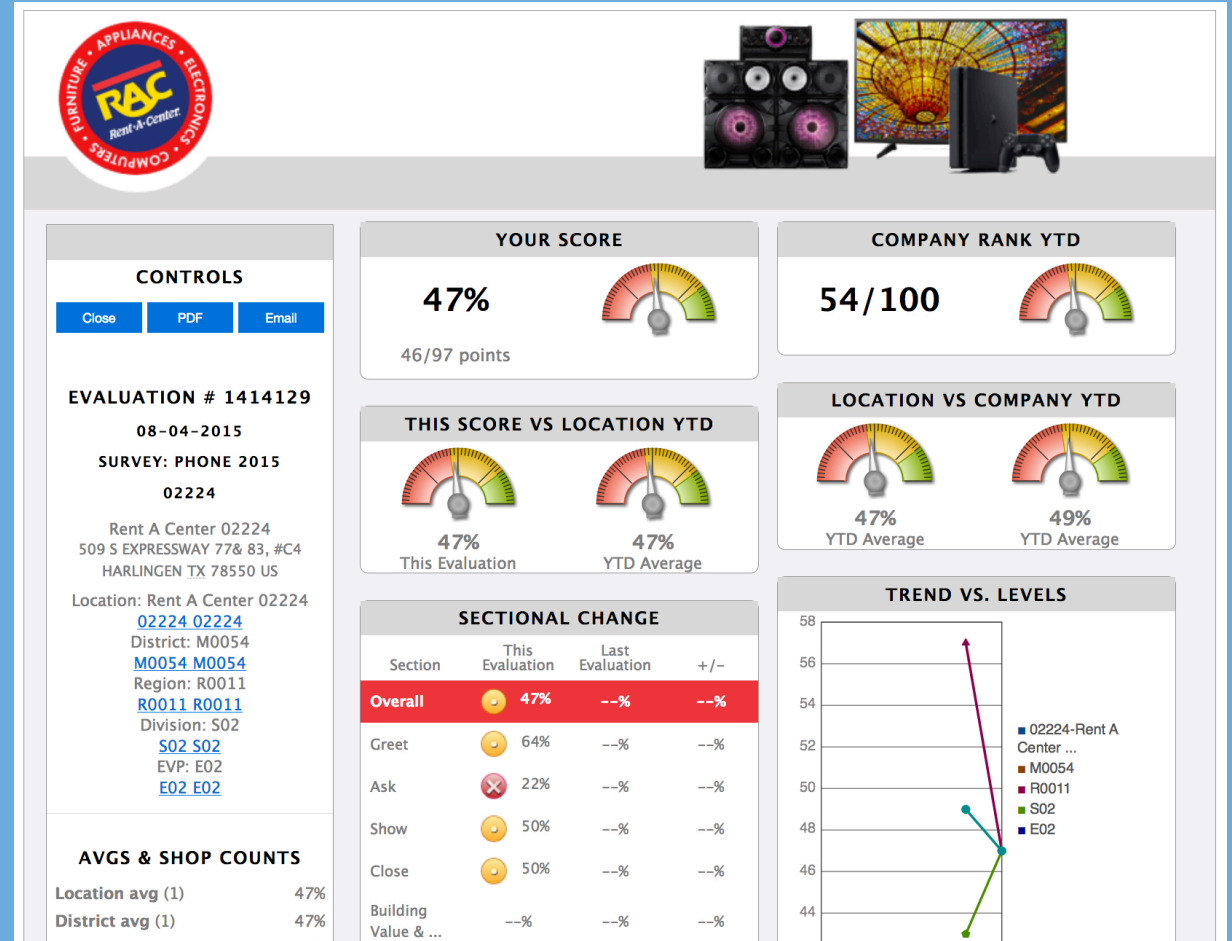
3. Report



4. Coach

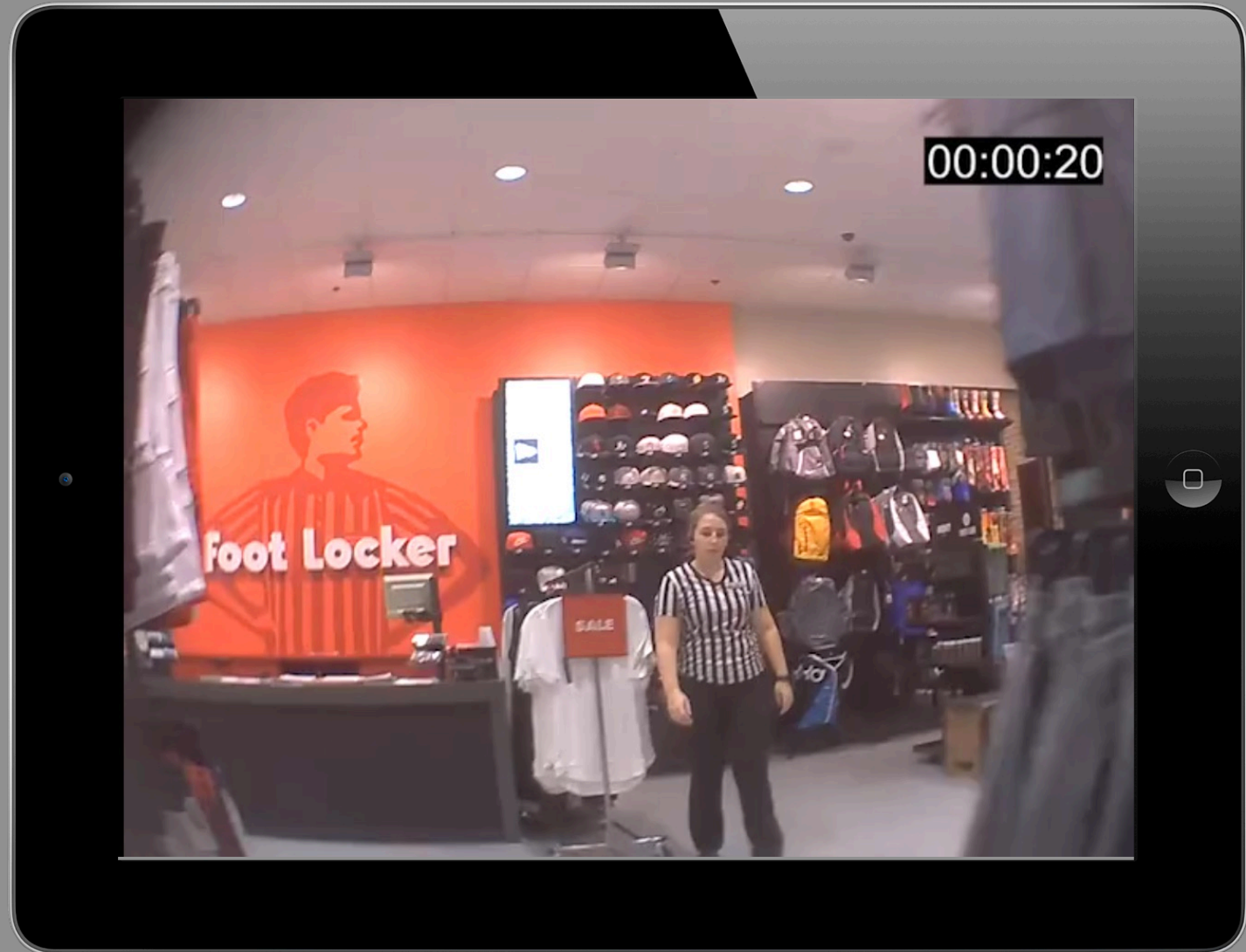
Mystery Shopping+

- The Shoppers
- Project Scheduling
- QA and Follow Up



GameFilm®

- Employees Vs. IC
- Inventors
- Highlight Reels
- Custom Coaching Films



Alt Program and Comp Shops

- Alt program utilizing more film and split stores
- Comp shopping is design based

Account Management



- Basic Philosophy – Core Value
- On Site Monthly for 2017
- QRM's
- Down the street
- Full team support

Reporting & Action

- Deliver Results Efficiently
- Take Action
- Coach & Train



Implementation

- RACiNet?
- Scorecard Build
- Locations Update





Case Study