



Case Study Rent-A-Center

Real Issues.
Real Solutions.
Real Results.

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 on-line dashboard provided by **RBG**.



Real Solutions, continued.

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:

Overall Behavioral Scores Increased By Approximately 15%

Sales Conversion Rates Increased From 22% to 33%

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