



RealResults™ Custom Reports

Automated Data Interpretation
and Custom Analytics

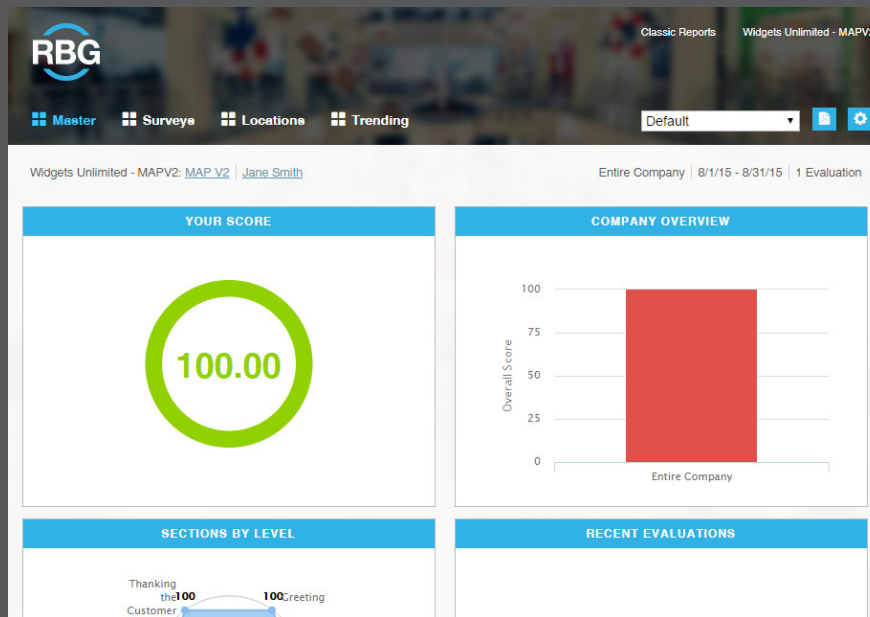


The Bridge from Good Data to Good Decisions

One of the primary features of **RBG's** client dashboard is our robust reporting suite: Dragon Reporting. So how does it work? Just **Create**, **Customize**, and **Share** in a few clicks.

Create

Report views are easy to make. Just choose from the full list of individual mini-reports, drag and drop to place them on your view, and rearrange them as needed. Each report can be customized to suit your unique business needs.



We don't stop there. Each user can create a custom view of their data and share it with their teams, or one of our Customer Success Managers can create a custom report, combining your needs and our best practices, that we can then distribute to your entire operation.

Need to pull some quick data to make an immediate decision? Reports can be pulled for any time frame using the global report settings, and all data is live – that means if an individual shop or audit is adjusted, you can immediately pull a new report to reflect the adjustment.

Customize

Reports aren't the only things that can be customized. Your contacts at **RBG** will brand all of your reports to YOUR business. Whether you need a report to look beautiful for an on-screen presentation, or simpler for a low-ink printout, our team can make your reports feel like home.



Share

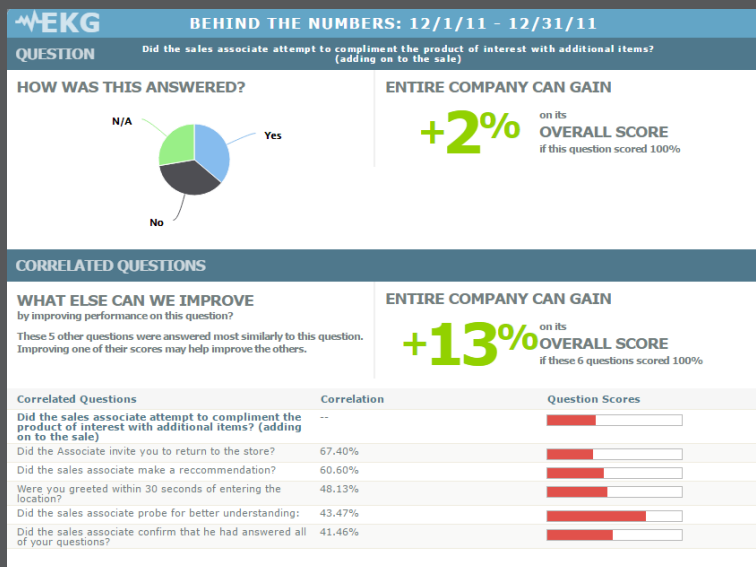
Individual shop or audit reports can contain valuable data – for a single snapshot in time. But for the most part, data has no value unless you turn it into a story. The reporting features we provide dig deeper and use all of your data points to create that story.

For example, the Flashpoints report provides the story of recent outliers. A location that has scored lower than the company average might need immediate attention. A location that usually performs poorly might have a sudden surge in performance after the quarterly meeting. A question that tracks one of your top ROI-driving behaviors might be scoring lower this month than it has for the past year.

FLASHPOINTS		
	Score	Significance
Location: 177 - Location 177	51.3 pts above Entire Company	2.08 std. deviations above
Location: 655 - Location 655	28.63 pts above Region: Region 3	2.02 std. deviations above
FLASHPOINTS		
	Score	Significance
District: 11	54.3 pts below 12 month average	2.05 std. deviations below
District: 525	16 pts below 12 month average	1.93 std. deviations below
FLASHPOINTS		
	Score	Significance
Question Did the sales associate escort you to the area of the store of interest? (to the item of interest)	15.35 pts below 12 month average	1.23 std. deviations below (x4 question weighting)
Question Did the Associate invite you to return to the store?	10.03 pts below 12 month average	0.81 std. deviations below (x4 question weighting)

Share, Continued.

You can also drill down deeper into your other reports using the EKG – helping you identify your team’s biggest opportunities and where you can focus to get the most improvement from your team.



When you share your new customized reports, you can set up Push Reporting – no need to email individual team members. Instead, automate your report to send the most up-to-date actionable data every month. It’s another way Dragon reporting helps you work smarter, not harder.

Report Delivery

Results delivered will be ready for the previous month and not include results for the current month.

Deliver PDFs on day of every month, for the following:

- ☒ Me
- ☐ Other Client Masters
- ☐ Client Supervisors
- ☒ District Managers
- ☐ Area Managers
- ☐ Shop Managers
- Other Recipients

There’s no need to worry about location managers seeing company-wide data when these reports are sent, either. Team members see only the data for the locations they manage, so that they can focus on what is most important to them.

Thank you for taking the time to review the RBG Dragon reporting suite features! If you would like to view the full video demo, <https://vimeo.com/rbgtx/review/214089748/3295b6ba7e>