



Evolving Customer Experience.



Amanda Yamada and Mike Dudek

Strategy and Development

e: ayamada@raysbaseball.com

e: mdudek@raysbaseball.com



Table Of Contents

Technical Proposal

Overview	3
Qualifications	4 - 5
Relevant Experience	6 - 8
References	9
Key Personnel	10
Approach	11 - 12
Timeline	13
Support Plan	14
Reporting	15 - 22

Price Proposal

Pricing	23
---------	----

Thank You

Statement of Confidentiality:

The contents of this proposal are confidential and proprietary information of **Reality Based Group™**. Your acceptance of this proposal and review of its contents constitutes your acknowledgment that the contents are confidential and proprietary information and your agreement not to disclose the same to any person other than persons in your organization who have a need to know in order to evaluate a possible business relationship with **Reality Based Group™** for Customer Experience Management and Measurement.



Overview

Hello Team,

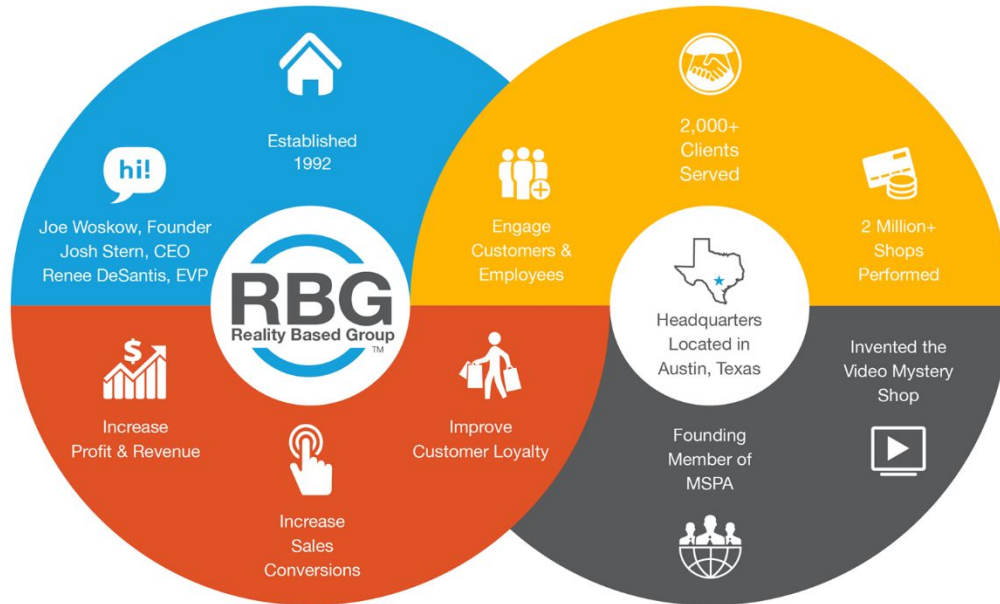
Reality Based Group™ (RBG) is excited for the opportunity to present a response to your Request for Proposal to evaluate and select a Mystery Shopper Program supplier. It is our belief that our nearly 25 year history of performing mystery shops uniquely positions RBG as the ideal candidate. This proposal presents our approach, schedule, in-house team and qualifications, to provide the services the Tampa Bay Rays have requested.

Our understanding is that the Rays are looking for a Mystery Shop provider to collaborate with for effective evaluation of their organization wide customer service program, B.U.R.S.T. The primary focus of this proposal is to evaluate the service levels during the remainder of the baseball season. However, the B.U.R.S.T. program and the reputation of the Tampa Bay Rays organization is important at all hosted events, not just baseball. RBG has the ability to support those events as well and we are happy to demonstrate those capabilities. By being your partner that can help you holistically, not just during the season, you will see measurable, sustained improvement to your organization, regardless of the event.

Qualifications

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.

Our Core Values



Client Success



Qualifications

Culture

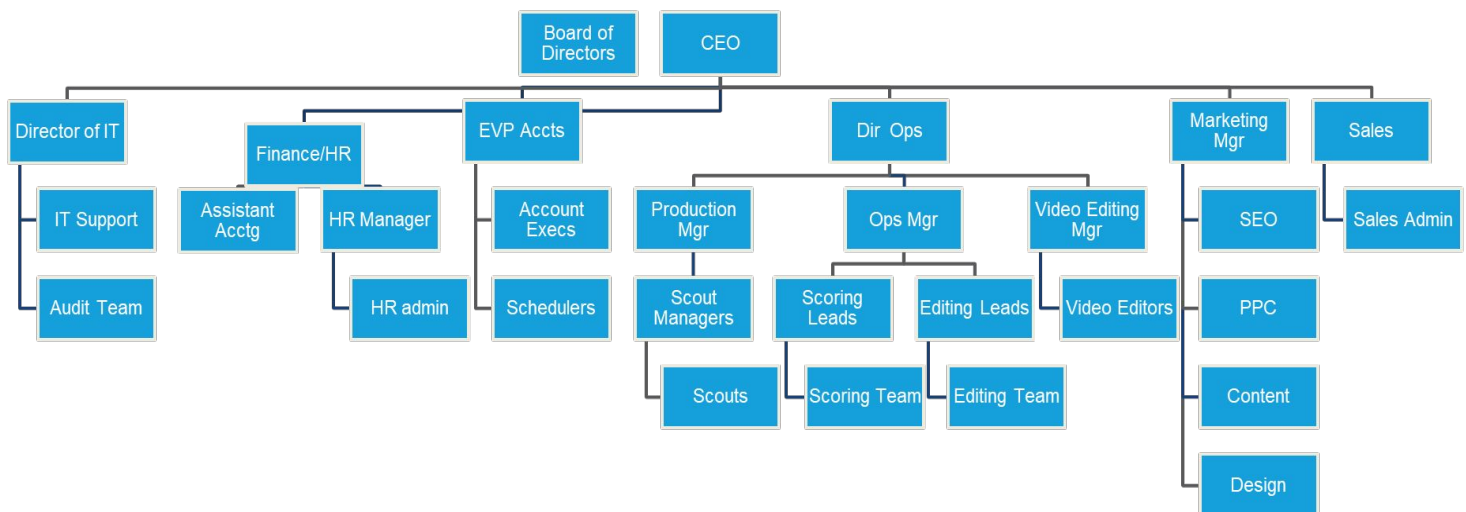
RBGs culture is built around our Mission, Vision, and Core Values shown on the previous page. Our values drive our decision making process and guide how we conduct business. We operationalize these values through several programs, including our On The Spot program where any team member can ‘spot’ another demonstrating one of our values and provide them with a certificate. Quarterly and Annual Awards are given out based on these peer to peer and manager to peer observations. Ultimately we are a customer experience company, and if our experience to our customers is not of the highest excellence we have failed in our mission.

Shopper Quantity

We have over 100,000 active non-video contract mystery shoppers.

We have over 100 full time and part time employee video mystery shoppers.

Organizational Structure



With RBG you will have a dedicated team of professionals ensuring your project is a success. The chart on this page outlays our corporate structure. The team on the Key Personnel page are the individuals you'll be working with directly and indirectly to achieve your goals.

Experience



RBGs works with some of the most recognized brands in the world such as Ferrari, Starbucks and 7-Eleven. In the sports industry we are helping the Dallas Mavericks, New York Yankees, Colorado Rockies many others.

Dallas Mavericks

This past NBA season we worked with the Dallas Mavericks to measure and improve their fan experience at home games. We provided video mystery shop services, giving the Mavericks executives a first person view of what it is like to attend their games from start to finish. We evaluated parking, will call, ticketing, restrooms, concessions, retail, ushers and interior appearance.

Our shoppers are coached to be reactive in their interactions. This allowed the Mavericks personnel to be as engaging as they typically would. For the Rays, there is no better way to evaluate the impact and consistency of B.U.R.S.T. than seeing it from the fan perspective. In our 25 years we've found that rewarding and coaching employees from a video is much more powerful and produces change faster than reviewing a written report.

New York Yankees

We started working with the Yankees in 2018 to assist with their retail sales in the ballpark. Our shoppers visit the Yankees during their homestands and evaluate the various retail locations throughout the ballpark, making purchases and interacting with staff members. During each retail shop we are measuring various aspects of the experience, including interaction on the sales floor, the cashier and the condition of the merchandise itself.



Experience

Colorado Rockies

The Colorado Rockies are starting a program with RBG in June, 2019. Similar to the Mavericks, their program is very comprehensive, covering everything from start to finish. We will be video recording and evaluating the fan experience starting with parking and the facility exterior, through will call, ticketing. Once inside we will capture on video the interior appearance, concessions, team store, ushers, exit and overall experience. We will also visit the restrooms to evaluate cleanliness multiple times as that is of particular importance.

Texas Longhorns

We started working with our local University of Texas at Austin Longhorns in 2018. What began with the fan experience at football games has grown to include basketball and baseball. At each game we do a full evaluation of all the major service areas that the Rays are looking to evaluate. The Longhorns are using our services strategically during big games to ensure quality stays up, even when they get busy.

Florida Panthers

We performed a short program with the Florida Panthers at the end of the 2018 - 2019 season. During the last three home games of the season we provided video evaluation of all the key areas of the fan experience including ticketing, interior appearance, restrooms, concessions, retail and ushers.

International Smoke

International Smoke is an example of a non-sporting type of shop that we do and just one of our many and growing list of restaurants. The award winning Mina Group restaurant is a high end American and International barbeque establishment in Houston and San Francisco. Very similar to an event evaluation, we capture the host and server interactions as well as food and atmosphere while at the location.

Service Area Experience



Parking	Security	Guest Services	Food and Beverage	Retail	House-keeping
✓	✓	✓	✓	✓	✓
		✓		✓	
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓

★ Under Contract for Upcoming Season

References

Odie Paula

Customer Service Manager, Yankee Stadium

Opaula@legends.net

Tom Embrey

Vice President of Operations, Florida Panthers

EmbreyT@floridapanthers.com

Steve Letson

Vice President of Operations, Dallas Mavericks

steve.letson@dallasmavs.com

David Chadwell

Vice President of Operations, Nashville Predators

dchadwell@powersmgmt.com



Key Personnel



Josh Stern, Chief Executive Officer

Josh will be responsible for overseeing the development and design of your program to achieve maximum results. He will lead the RBG team and ensure that the program is aligned with the success of your stakeholders.



Rae Campbell, Customer Success Manager

Rae will oversee the implementation and development of your online dashboard, scorecards, and reporting. She is your “go to” for updates, questions, editing, new user setup, hierarchy updates, or other operational functions. Rae will also be responsible for the day-to-day operations of your account, including support and dashboard user training.



Renee DeSantis, Executive Vice President

Renee will support the team with custom reporting and back end expertise. She ensures your scorecards are built to your specifications and provide the insight you need.



Chris Davis, Director Of Operations

Chris will oversee the operations team. He coordinates the shopper management, video editing and quality assurance teams to deliver reality-based reports in a user-friendly format that you can rely on to improve your operations.



Veronica Strother, Production Manager

Veronica will manage the team of shopper managers. She is responsible for ensuring the shoppers that visit your locations are fully prepared. She will track the project and work with the team of shoppers to deliver your shops to you accurately and on time.



Approach

Leadup

The lead up to the project kickoff is very important. During this time, the RBG Customer Success Manager (CSM) will work with the Rays to perform the necessary due diligence to ensure a successful project. This includes first and foremost understanding the B.U.R.S.T. program in your own words. We have the outline of each of the key parts, now it is up to us to collaborate on the design of a scorecard that will measure each of those items and provide you with the custom reporting you desire. We will lean on our expertise and experience evaluating these areas but your input is critical as there is only one Tampa Bay Rays and we need to know what makes you unique.

The back-end training and reporting is straightforward and we'll walk you through all of it. Our experience in the sports/stadium industry will bring efficiency to the process. Your key stakeholders will be trained on the reporting system, and we will build a dashboard with key metrics and trending reports you'll want to see after each game. Finally, we'll finalize the shopper guidelines for capturing the areas critical to each locations success.

RBG has the in house resources necessary to perform the program currently so there will be no ramp up delay on our side. Because our video shoppers are all employees we have control over the training that each one of them will receive prior to going to your stadium. That will allow us to focus more resources making sure your team of managers and coaches are fully prepared on day one.



Approach

Gameday

Prior to gameday our CSM will work with your representative to coordinate logistics of our shoppers. We will prepare a plan for parking and ticketing to ensure a smooth evaluation. Our shopper will attend the game, visiting the areas to be evaluated and answer some of the survey questions. Then, the shopper will send the video directly to RBG. From there, our in house editing team will edit the video and send it over to our quality assurance team. The quality assurance team will review the video and score the remaining questions on your scorecard. We do this to ensure that the shopper focuses on the experience and the quality assurance team focuses on the accuracy of the data. In this way we are able to provide an unbiased and objective view of the experience. This is not always the case with a written evaluation that is not backed up by video evidence. The sheer number of data points makes it difficult for the shopper to remember all the details. With video, that isn't an issue.

After the Shop

You will receive your finished evaluation and video no more than 7-10 business days after the shop has been performed; typically sooner. Once you receive the video we encourage you to review it with the team using our GamePlan coaching guide. The guide walks your managers through the review process with their team in order to promote positive actions.

Anticipated Timeline

The timeline below provides a general idea of project implementation

Reality Based Group™ handles all of the heavy lifting, leaning on years of experience and best practices.

Activity	Dates
1.0 Proposal Submittal	5.3.2019
2.0 Vendor Selection	6.1.2019
3.0 Kickoff Meeting	6.4.2019
4.0 Leadup Collaboration	6.4.2019 – 6.30.2019
<i>6.1 Scorecard Design, Dashboard & Reporting Design</i>	<i>6.1.2019 – 6.30.2019</i>
<i>6.2 Shopper Guidelines and Program Scheduling</i>	<i>6.1.2019 – 6.30.2019</i>
7.0 Home Gameday Program Commencement	7.1.2019 - 9.25.2019



Support Plan

We want your program to succeed. In order to do this, you need to feel supported. We will give you the tools to do so. These are the answers to the most common support questions we've received.

What resource requirements do you need from us for a program?

We'll supply a full team as previously outlined on Page 10. We ask that you have a point person on your end.

What type of training do you provide your clients and in what format?

RBG has robust training materials as well as our offering of online tutorial training sessions with your team. Our GamePlan coaches guide and tracking system provides your team with step by step guides for using our products to get the best results. The simple and consistent methodology takes the heavy lifting out of training to the video shops. Your managers can easily access, download, print the coaching tools and follow the 4 step process with their team. We will use GoTo Meetings for session training with your team.

What is the average amount of time for an employee (with an average level of computer proficiency) to become fully trained?

RBG will provide dashboard training sessions to level managers and a quick start guide that provides similar system and access training. Our dashboard is intuitive and minimal computer experience is needed to become fully comfortable in 30-60 minutes.

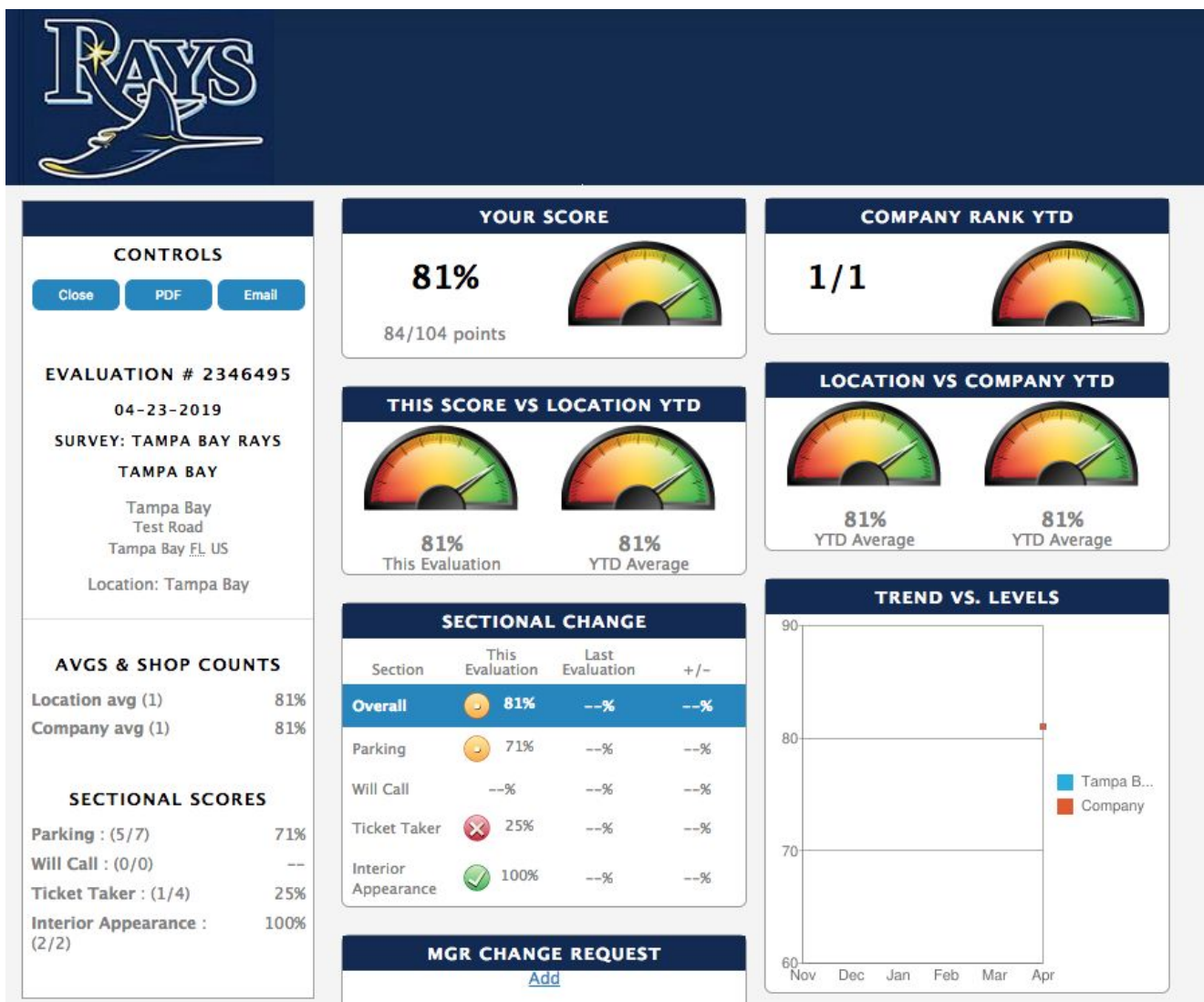
What online technical support do you offer your clients?

Your CSM will provide your team with email resources, and best practice tutorial documents. We also offer a help@realitybasedgroup.com email address for users to have access to our team for support and questions.

Reporting



Prior to starting shops the RBG team will work with you to design the ideal scorecard. The scorecard will be customized into reporting areas that fit your needs, allowing for endless ways to view and dissect the data. Trend reporting is a powerful function of your database that you will become very familiar with. You will be able to see changes in scores over time in both table and chart formats by location segment or reporting topic. The following pages are examples of what you can expect, along with a sample dashboard that will be customized to your brand.



Reporting

Example Custom Scorecard

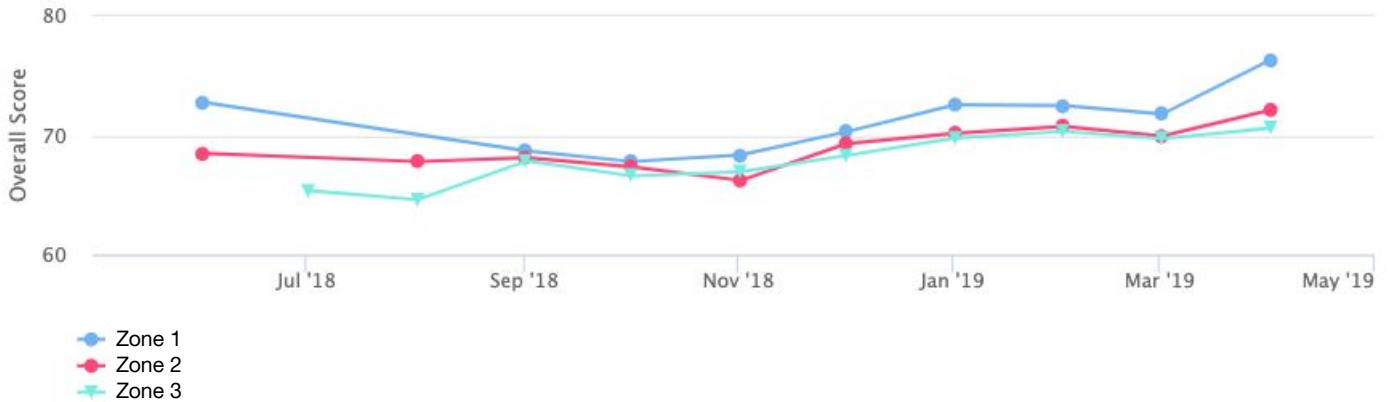
SEAT LOCATION		
Section		308
Row		D
Seat		3
PARKING 71% (5/7)		
Was parking signage visible?	1/1	<div><div>✓ Yes</div><div>No</div></div>
Did the parking attendant:	1/3	<div><div>✓ Greet you</div><div>Smile</div><div>Make eye contact</div><div>None of the above</div></div>
When you told the parking attendant that you had a parking pass, did the attendant scan or approve before allowing you to enter?	1/1	<div><div>✓ Yes</div><div>No</div></div>
Did the parking attendant proactively offer directions on where to park?	2/2	<div><div>✓ Yes</div><div>No</div></div>
TICKET TAKER 25% (1/4)		
How long was the wait in line, from the time you got in line for the arena entrance to the time your ticket was scanned?	0/0	<div><div>1:00 minute or less</div><div>1:01-3:00 minutes</div><div>3:01-5:00 minutes</div><div>✓ 5:01 minutes or more</div></div>
Did the ticket taker:	1/4	<div><div>✓ Greet you</div><div>Smile</div><div>Make eye contact</div><div>Thank you or offer a parting statement (e.g. "Enjoy the game!")</div><div>None of the above</div></div>
INTERIOR APPEARANCE 100% (2/2)		
Was the interior clean?	1/1	<div><div>✓ Yes</div><div>No</div></div>
Were trash cans available and not overflowing?	1/1	<div><div>✓ Yes</div></div>

Reporting

Example Trending Tools

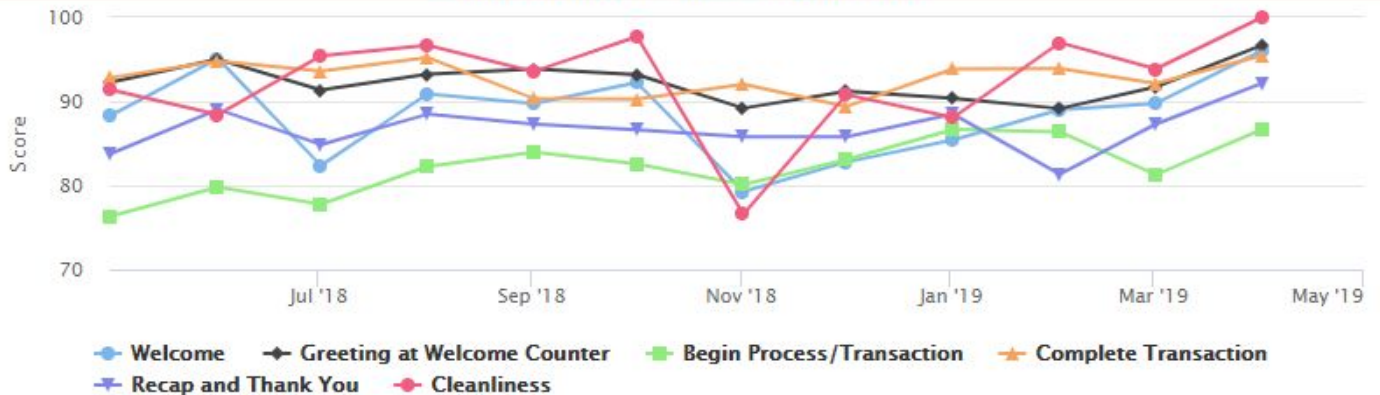
SCORE TRENDING- REGION

Showing data for 5/1/18 - 4/30/19, Zones. 58200 Evaluations.



TRENDING - SECTIONS

Showing data for 5/1/18 - 4/30/19. 1414 Evaluations.



TRENDING UPSELL

Showing data for 5/1/18 - 4/30/19. 57877 Evaluations.



RealResults™ Reporting

The Bridge From Good Data To Good Decisions



Individual shop or audit reports contain valuable data and can be pulled for any time frame you need 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.

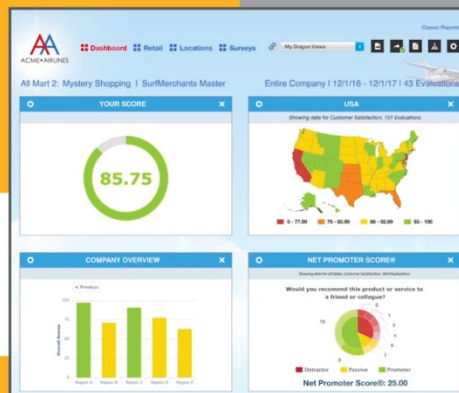
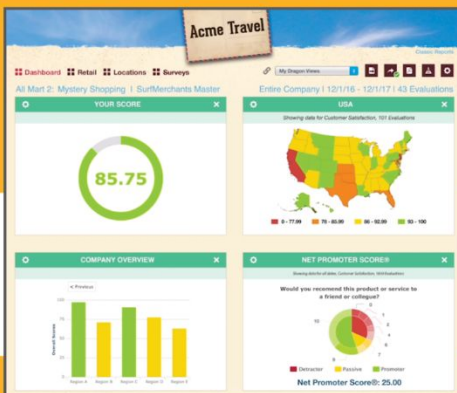
Our robust reporting feature, **RealResults™** is included with all of our solutions because we know how important it is to your business to have reliable data available both in the office and on the go. With **RealResults™** you can **Create, Customize, and Share**.

Create

Report views are easy to create. Choose from the full list of individual mini-reports, drag and drop to place them on your view, and rearrange them as needed. Each user can create a custom view of their data to share it with their teams. Our Customer Success Managers can also help you create any kind of custom report, combining your needs and our best practices.

Customize

Each report can be customized to suit your unique business needs. We don't stop there. Reports aren't the only things that can be customized. Your contacts at **Reality Based Group™** 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

With Push Reporting, there is no need to email individual team members. Instead, automate your reports to send the most up-to-date actionable data every month. It's another way RBG is helping you work smarter, not harder. 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

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

Save

Cancel

RealResults™ Reporting

The Bridge From Good Data To Good Decisions



Flashpoints

Flashpoints can help you identify areas of your program that may need your immediate attention by identifying outliers. You can see locations that have scored significantly different, better or worse, than their past performance, or the performance of the company as a whole. If you've made a change recently this is a good report to view to monitor the impact.

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)



EKG

Using the EKG view you can get a better picture of how a specific question impacts the vitality of the overall shop. It allows you to drill down deeper into the specifics of how this question is impacting your location and how it is correlated with other significant questions and company overall.



Have a Specific Request?

We will work with you to create any kind of specialized report you need!

GameFilm®

Video Mystery Shopping



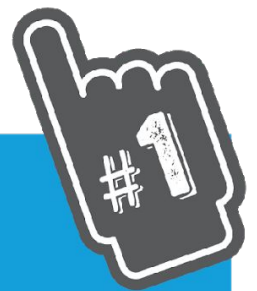
Watch The Action Unfold

GameFilm®, the original video-based mystery shopping solution uses customer experience videos, in the same way that high-level athletes use game film to improve their performance.

Have you ever wanted to see how your field level associates interact with real customers when you aren't around, from their words to their facial expressions and tone of voice? That is the difference between a traditional written mystery shop and a **GameFilm®** mystery shop.

During setup of the program, **Reality Based Group™** creates a scorecard based on your customer service objectives to measure and track key performance indicators. Then, once customer interactions are recorded through subtle hidden cameras, **GameFilm®** videos are analyzed and scored. The videos are available through streaming, while the data is analyzed via a comprehensive reporting suite on your online dashboard. You will even receive customized playbooks for a start-to-finish training program that helps your team to provide consistent coaching across your organization.

Results speak louder than words. Overall behavior increases of over 15%, sales conversion rates up by over 10%, and more. See our case studies for how **GameFilm®** has changed the industry.



GameFilm® Features:

Personalized Scorecard

Customized Playbooks On How To Coach & Train With Analyzed **GameFilm®** Results

Online Dashboard & Scoreboard For Reporting & Trending

Coaching From **Reality Based Group™** To Ensure Success Of The Program



MysteryShopping+™

Written Mystery Shopping



Mystery Shopping+™, More Than A Name

The concept of mystery shopping is not a new one. Knowing what your customers are experiencing when they walk into your locations for products and services is a vital component of keeping them coming back again and again.

We are experts in what is objective, quantifiable and trainable in any portion of a customer interaction. Our expertise is used to create the best written mystery shopping program in the business, designed to deliver real, actionable data.

Results With Meaning

With our expert guidance, you have full control over the development of your mystery shopping program. It starts with a custom, value-driven scorecard that tracks only the most important key performance indicators for your business. You provide us with the script for our shoppers to follow, and they will visit your business with the knowledge of what it means to be a truly reactive, observant customer, then they will report that data to you.

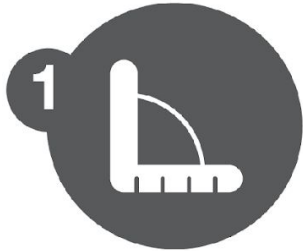
A high level of focus on the important aspects of your customers' interactions, along with the guidelines and coaching that we provide our mystery shopper team, means that our shoppers can collect a higher caliber of accurate data in the reports you receive. More accurate evaluations lead to better results, providing you with the tools to make your customer experience the best in the business.

MysteryShopping+™ Features:

- Custom Scorecard and Scripting
- Consulting By Dedicated Customer Success Managers
- Demographic Filtering
- Photo DNA Matching
- Shopper IRS Social Security Number Validation
- Shopper Rotation/Lockout
- Internal Quality Assurance Team



The RBG Difference



Design

Unique Programs,
Tailored Scorecards



Evaluate

Measurable,
Actionable Data



Report

Customizable &
Accessible 24/7



Coach

Specialized
Improvement Plan

Get A 360° View of How Your Customer's See Your Business.

Our unique and tailored process is perfect for understanding every aspect of your business. We work with you to deliver results that drive your business.

RBG Solutions

Mystery Shopping



MysteryShopping+™

Written Mystery Shopping



RealCalls™

Phone Mystery Shopping



GameFilm®

Video Mystery Shopping



WebShops™

Online Mystery Shopping



InstaShops

On-Demand Mystery Shopping

Audits & Surveys



RealCheck™

Competitive Pricing Intelligence



RealAudits™

Mobile Data Collection



RealFeedback™

Customizable Surveys

Coaching & Training



InTheHuddle™

Video Training



CoachMe®

In Person Team Training

RealResults™ Included With Every Solution



Price Proposal

Video Mystery Evaluations

Qty	Description	Unit Price	Total
40	Baseball Video Evaluations	\$500.00	\$20,000.00
One Time Set Up			*TBD By Client
Estimated Program Total			\$20,000.00

Written Mystery Evaluations

Qty	Description	Unit Price	Total
40	Baseball Written Evaluations	\$140.00	\$5,600.00
One Time Set Up			*TBD By Client
Estimated Program Total			\$5,600.00

Assumptions:

Unit pricing per shopper for the 40 Remaining regular season home games starting July 1, 2019.

Set Up Fee determined by Rays requirements. We can set up the program virtually at a minimal cost to the Rays. If you require in person support we can provide that at a nominal rate including travel costs.

Pricing for Special Events: RBG can provide pricing for special events on a per project basis.



Thank you for the opportunity to submit this proposal, we are excited about the next steps.



Evolving Customer Experience.

Brian Rothschild,
Customer Engagement Director
o: 512.583.0945 | f: 512.233.5040
e: brothchild@realitybasedgroup.com
www.realitybasedgroup.com