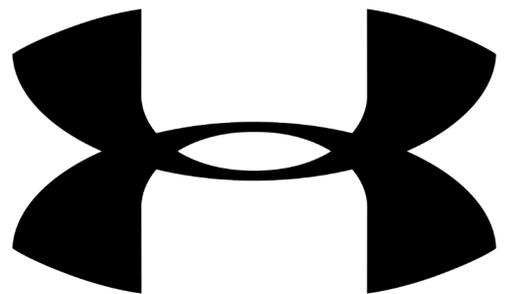




## **CASE STUDY**

**Under Armour's Overall  
Customer Experience  
Score Improved By 15%.**



**UNDER ARMOUR**

## Real Issues

**Under Armour's (UA)** vision statement is "to inspire you with performance solutions you never knew you needed and can't imagine living without."

This vision statement lives every day in the experience of **Under Armour's** customers. Knowing they needed a change, **UA** sought **Reality Based Group™ (RBG)** to help improve their customer experience and inspire their associates to even greater heights.

### The Challenge:

**Under Armour** had been developing unique and strategic training protocols and rolling them out to the field with mixed results. **UA** needed a way not only to fine tune the operation, but know with certainty how 'sticky' the new training investment was working. Questions were going unanswered such as:

At what rate were associates executing the new training protocols?

How did they impact the customer experience?

How does this correlate to overall store performance?



**10.44%**

Employee Product Knowledge Increased



**23%**

Greeting & Thanking Customers Increased

## Real Solutions



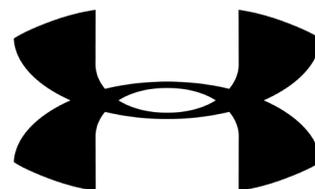
**Gamefilm®**

**RBG** and **Under Armour** developed a **GameFilm®** program to answer these critical questions.

This particular solution would allow **UA** to view their employees in action and gain insight on how to specifically target improvements. With time of the essence **GameFilm®** would be the quickest path to success.

After capturing the footage, **Under Armour** was able to see exactly what their issues were, the rate of execution, and how the CX was impacted.

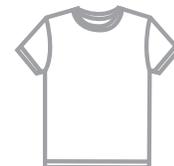
Better yet, management could now agree on where to specifically coach their teams and were able to understand why individual teams were struggling with specific aspects of the customer experience.



**UNDER ARMOUR**

## INDUSTRY

Retail Clothing



## PROBLEM

How to Accurately Measure and Fine Tune New Training Protocols for Effectiveness

## SOLUTION



**GameFilm®**  
Video Mystery Shops

## RESULTS

In 4 Months, Overall Company Customer Experience Score Improves

**15%**



Cash Wrap Improved By

**170%**



# Real Results

The Results Are In:

It worked. And it worked fast. In only 4 months, **Under Armour's** overall company customer experience score improved by 15%. Employee knowledge of products increased by 10.44%. Greeting & Thanking Customers were up 23% and Cash wrap improved by 170%

By being able to physically see what their employees were doing, **Under Armour** management was able to work more closely with their teams and keep them involved in the process.

**GameFilm®** allowed **Under Armour** to make quick adjustments to execution in the field and has empowered UA with a continuous improvement tool based in reality.

Increased employee knowledge of products by **10.44%.**

Greeting and thanking customers increased **23%.**

In 4 months, overall company score improved by **15%.**

Cash wrap improved by **170%.**

## About Reality Based Group™

At **Reality Based Group™** we believe in delivering “reality based” continuous improvement programs that help to create world class customer experiences. Since 1992 we've helped over 2,000+ companies learn how to develop and implement customer experience programs that matter. Working with some of the most recognizable brands we have developed tools that bring success to the field and the bottom line. Let us help you change the game for your business.



UNDER ARMOUR CASE STUDY

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