RBG
Reality Based Group
TM

Evolving Customer Experience.

DICK'S SPORTING GOODS

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What We Know About You

Problem We Know You Want Solved

Local stores don't always have the best service.

Employees are often times focused on tasks and operations rather than focusing on the customer.

Ensure new trainings are being implemented and effective.

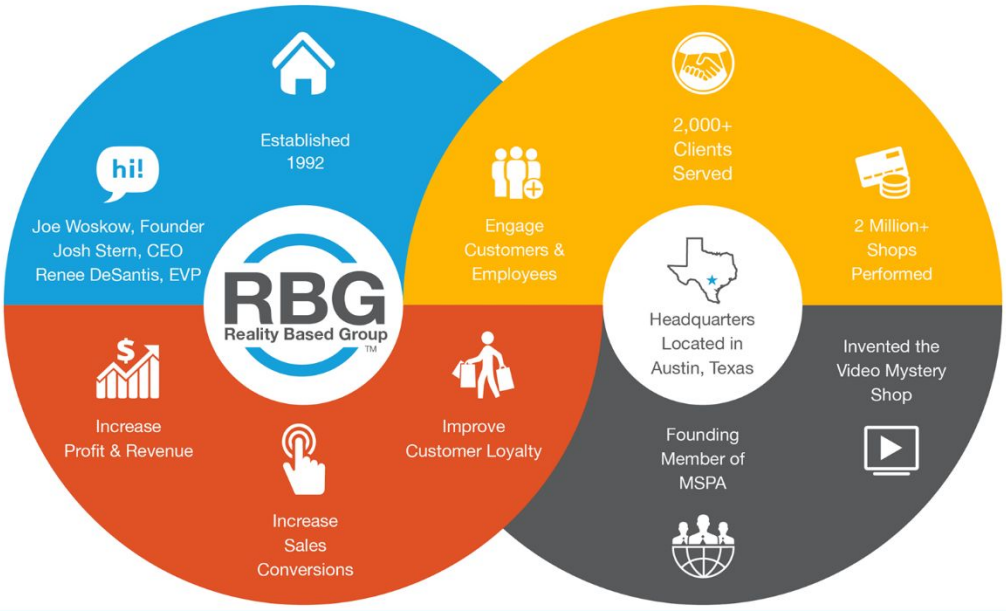
How We're Going To Solve Them.

Designing a multi-faceted customer experience program, relying on experienced employees. We will deploy full time employees to capture GameFilm® visits. You'll be able to see with your own eyes what your customer's are experiencing and where the biggest areas of opportunity to improve exist.

Excellence Is No Accident

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

- Accountability
- Continuous Improvement
- Empowerment
- Innovation
- Integrity
- Teamwork
- Winning

Client Success

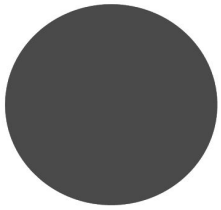
Select Clients

Solutions

Mystery Shopping	Audits & Surveys	Coaching & Training
MysteryShopping+™ Written Mystery Shopping	**RealAudits™** Mobile Data Collection	**InTheHuddle™** Video Training
RealCalls™ Phone Mystery Shopping	**RealCheck™** Competitive Pricing Intelligence	**CoachMe®** In-Person Team Training
GameFilm® Video Mystery Shopping	**RealFeedback™** Cusom Surveys	

RealResults™ Reporting Included With Every Solution

GameFilm®



Shoot.

Capture Video Of Your Customer Experience In Action.

Score.

Analysis And Grading Of Your Customer Experience.

Coach.

Watch Your Film, Notate Areas Of Improvement, And Coach Your Team.

Repeat.

Track Your Team's Improvement With Measureable Results.

Case Studies

"All In"

- **All Locations would be evaluated one time per month.**
- **In 12 months, this retailer, with 1,000 locations saw a 17% increase in overall company score and a 113% increase in greeting, upsell and cashier. This translated to 6% increase in sales.**

"GameFilm® ID"

- **All Locations would be evaluated one time per quarter.**
- **This retail client, with roughly 1,000 locations, saw a 9% increase in upsell and a 5% increase in overall score. This translated to a 3.3% increase in same store revenue**

"15%"

- **15% of locations would be evaluated one time per month for 12 months.**
- **Clients historically have seen a dramatic improvement in overall score and specifically upselling.**
- **This client, with over 500 locations saw a 400% increase in upsell and a 46% increase in overall score. This translated to a 5% increase in sales conversions.**

Program Details

RBG Will Perform:

1. **50 Video GameFilm® Evaluations Per Month.**
2. **50 Written Evaluations Per Month.**

RBG Will Deploy Employees To Capture 3 Interactions:

1. **Women's Apparel.**
2. **Checkout.**
3. **Rotating (Mens, Footwear, Equipment, Outdoor, etc…).**

DSG Will Reimburse Up To $25:

1. **RBG Can Mail Back Select High-Priced Items.**
2. **RBG Will Donate Percentage Of Apparel To Non-Profit.**

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™
Competitve Pricing Intelligence

RealAudits™
Mobile Data Collection

RealFeedback™
Customizable Surveys

Coaching & Training

InTheHuddle™
Video Training

CoachMe®
In Person Team Training

RealResults™ Included With Every Solution

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.

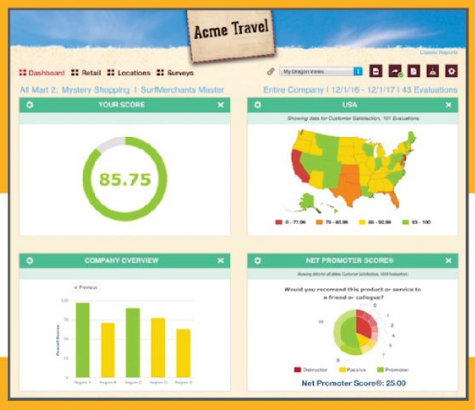
Our robust reporting feature, **RealResults™** is included with all of our solutions because we know how important it is to your business to have reliable data available both in the office and on the go. With **RealResults™** you can **Create, Customize,** and **Share**.

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.

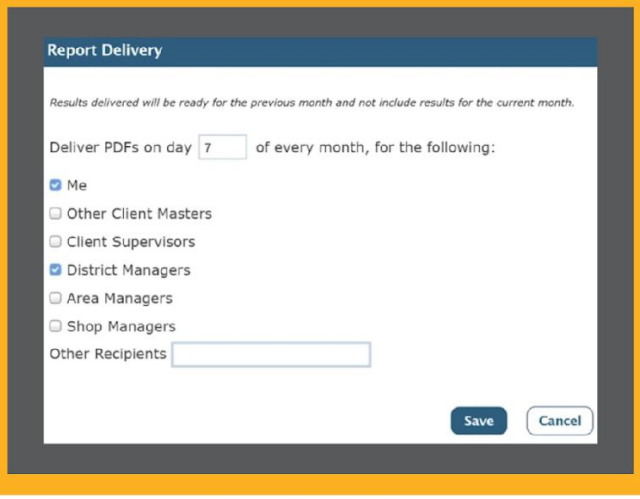
Customize

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

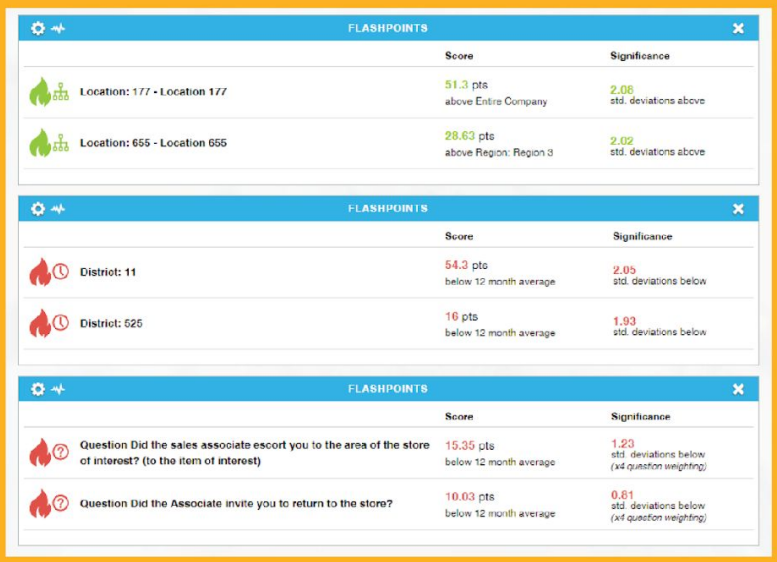


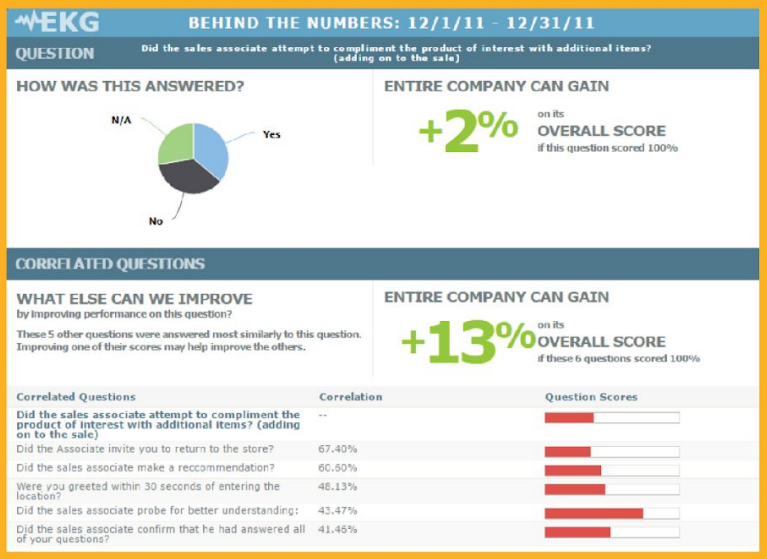
RealResults™ Reporting

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.





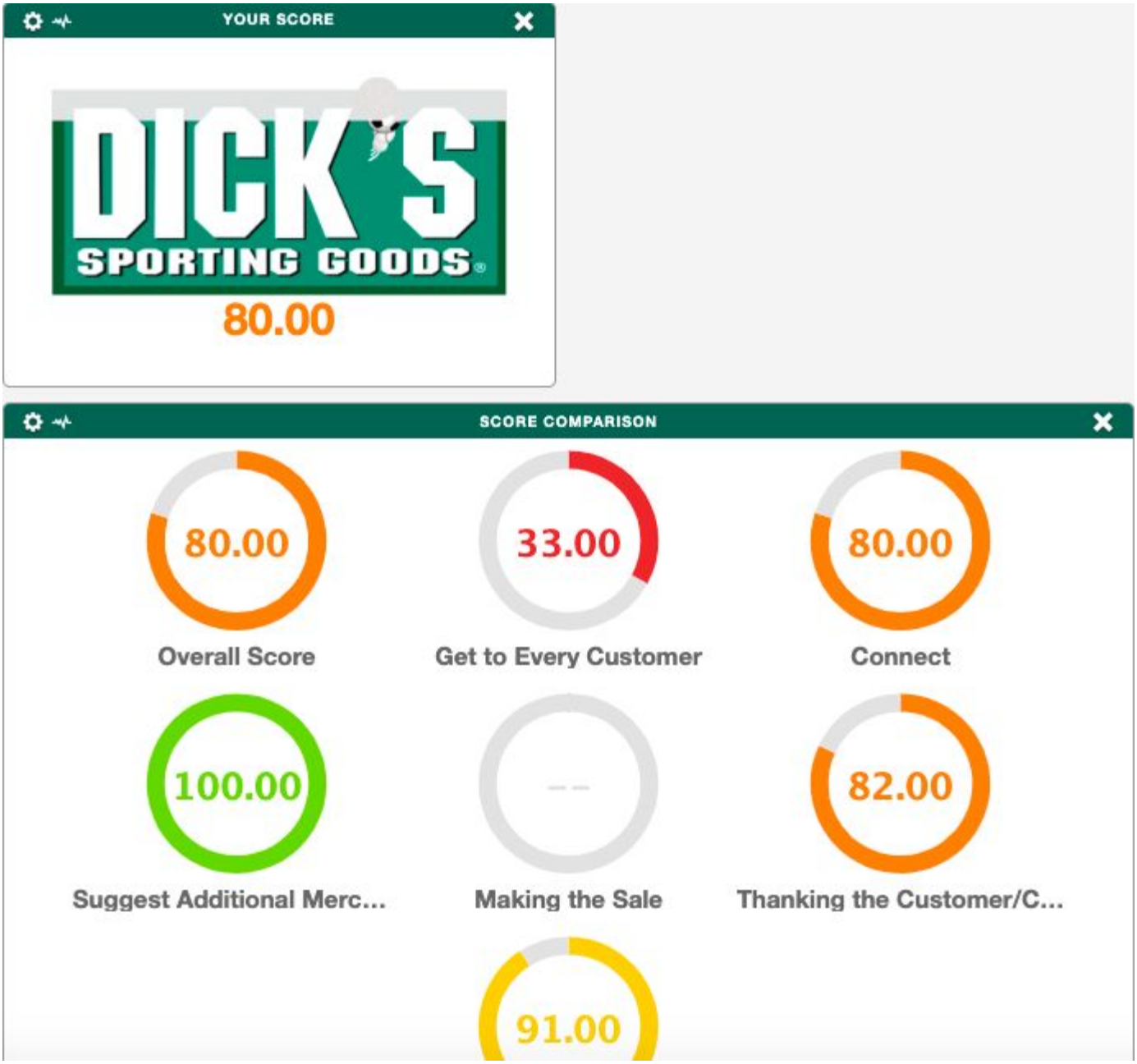
EKG

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.

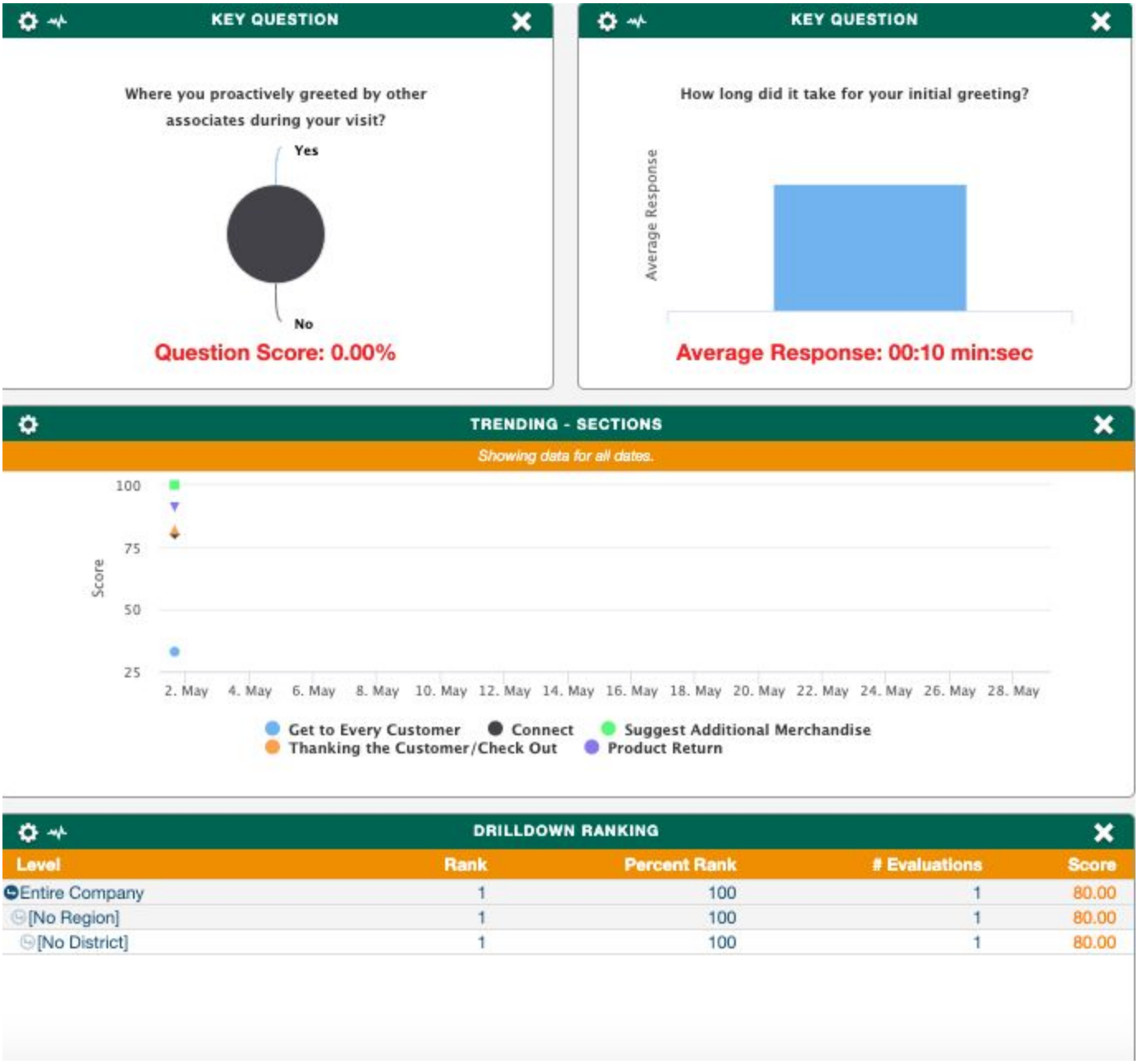
Have a Specific Request?

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

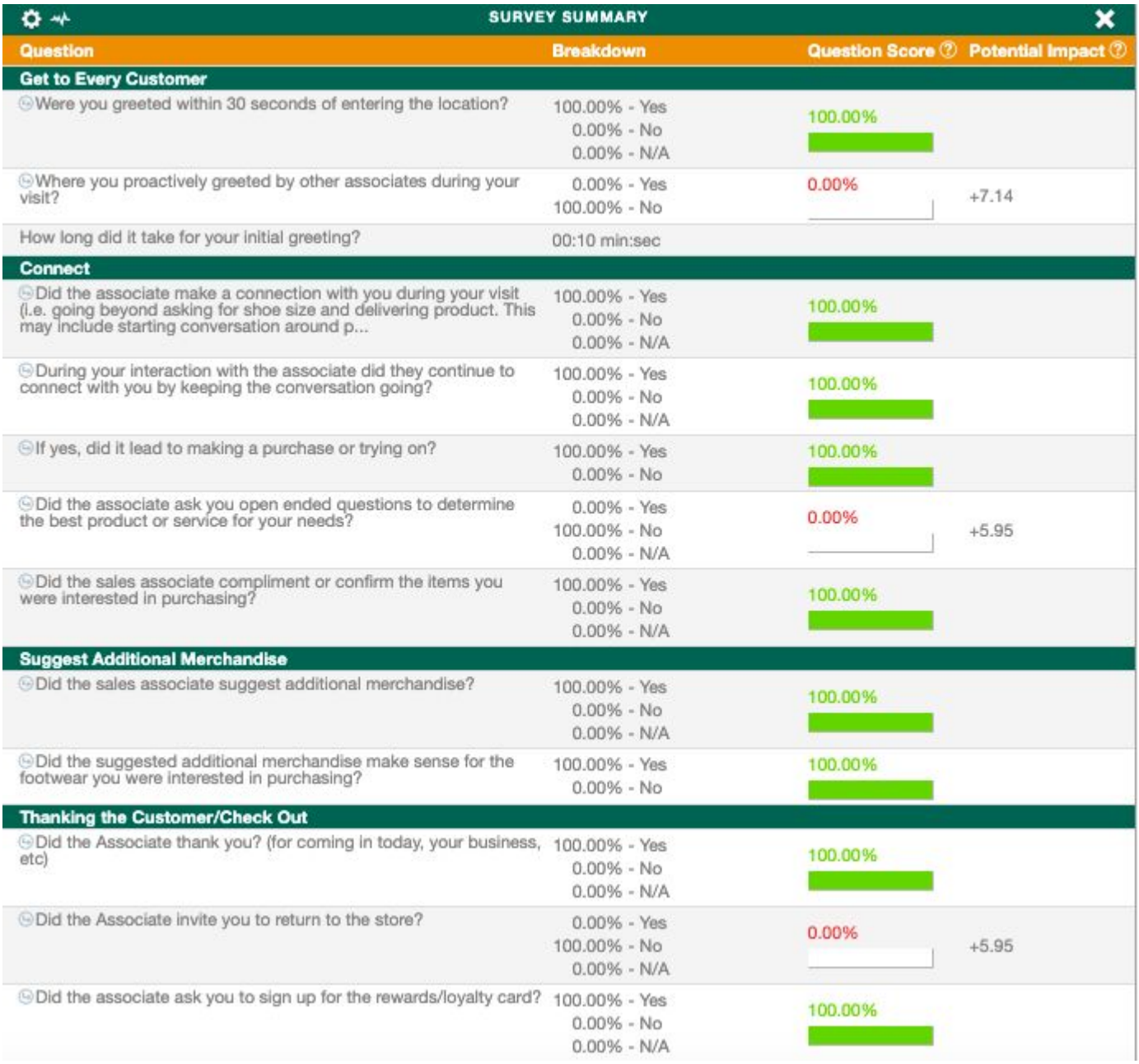
Company Reporting



Company Reporting



Company Reporting



SURVEY SUMMARY

Question	Breakdown	Question Score	Potential Impact
Get to Every Customer			
Were you greeted within 30 seconds of entering the location?	100.00% - Yes 0.00% - No 0.00% - N/A	100.00%	
Where you proactively greeted by other associates during your visit?	0.00% - Yes 100.00% - No	0.00%	+7.14
How long did it take for your initial greeting?	00:10 min:sec		
Connect			
Did the associate make a connection with you during your visit (i.e. going beyond asking for shoe size and delivering product. This may include starting conversation around p...	100.00% - Yes 0.00% - No 0.00% - N/A	100.00%	
During your interaction with the associate did they continue to connect with you by keeping the conversation going?	100.00% - Yes 0.00% - No 0.00% - N/A	100.00%	
If yes, did it lead to making a purchase or trying on?	100.00% - Yes 0.00% - No	100.00%	
Did the associate ask you open ended questions to determine the best product or service for your needs?	0.00% - Yes 100.00% - No 0.00% - N/A	0.00%	+5.95
Did the sales associate compliment or confirm the items you were interested in purchasing?	100.00% - Yes 0.00% - No 0.00% - N/A	100.00%	
Suggest Additional Merchandise			
Did the sales associate suggest additional merchandise?	100.00% - Yes 0.00% - No 0.00% - N/A	100.00%	
Did the suggested additional merchandise make sense for the footwear you were interested in purchasing?	100.00% - Yes 0.00% - No	100.00%	
Thanking the Customer/Check Out			
Did the Associate thank you? (for coming in today, your business, etc)	100.00% - Yes 0.00% - No 0.00% - N/A	100.00%	
Did the Associate invite you to return to the store?	0.00% - Yes 100.00% - No 0.00% - N/A	0.00%	+5.95
Did the associate ask you to sign up for the rewards/loyalty card?	100.00% - Yes 0.00% - No 0.00% - N/A	100.00%	

Program Scorecard

DICK'S SPORTING GOODS

CONTROLS

Close | PDF | Email

EVALUATION # 2606679

03-27-2020

SURVEY: DICK'S SPORTING GOODS

BLACKJACK DEMO

Blackjack Demo
16380 I35
Denver CO 78154 US

Location: Blackjack Demo

AVGS & SHOP COUNTS

Location avg (1)	84%
Company avg (1)	84%

SECTIONAL SCORES

Get to Every Customer : (0/0)	--
Connect : (0/0)	--
Suggest Additional Merchandise : (0/0)	--
Making the Sale : (0/0)	--
Thanking the Customer/Check Out : (0/0)	--
Product Return : (0/0)	--

YOUR SCORE

84%

68/81 points

COMPANY RANK YTD

1/1

THIS SCORE VS LOCATION YTD

84% This Evaluation

84% YTD Average

LOCATION VS COMPANY YTD

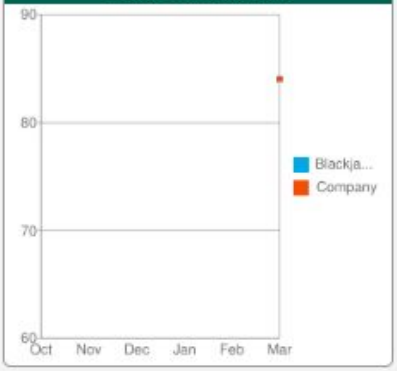
84% YTD Average

84% YTD Average

SECTIONAL CHANGE

Section	This Evaluation	Last Evaluation	+/-
Overall	84%	--%	--%
Get to Every Cust...	--%	--%	--%
Connect	--%	--%	--%
Suggest Additiona...	--%	--%	--%
Making the Sale	--%	--%	--%
Thanking the Cust...	--%	--%	--%
Product Return	--%	--%	--%

TREND VS. LEVELS

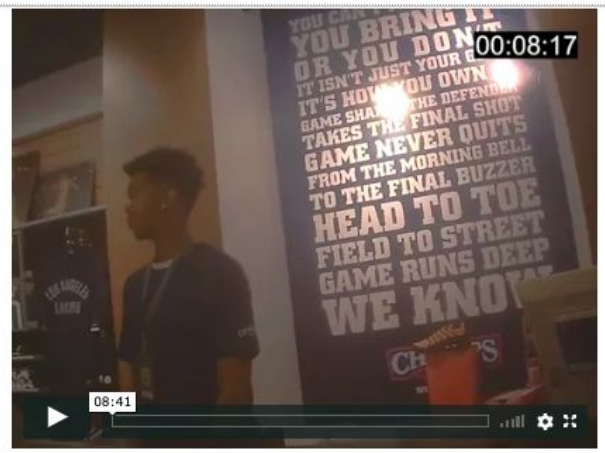


MGR CHANGE REQUEST

Add

MGR CHANGE REQUESTS

Date shop performed	2/2/2018
Time of Shop:	7:57 PM



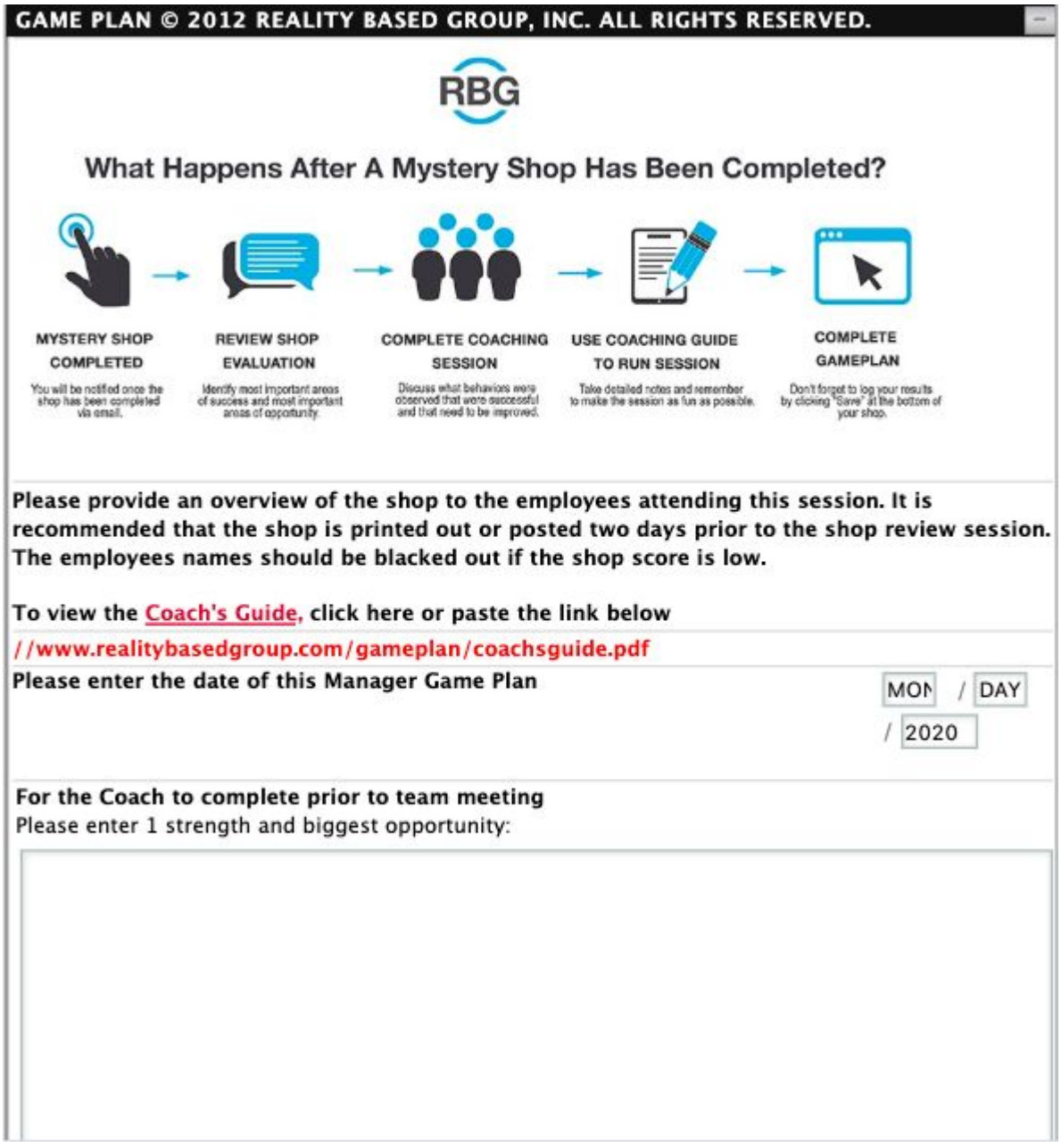
Program Scorecard

GET TO EVERY CUSTOMER		
Were you greeted within 30 seconds of entering the location?	3/3	✓ Yes No N/A
Where you proactively greeted by other associates during your visit?	6/6	✓ Yes No
How long did it take for your initial greeting?		00:05 min:sec
CONNECT		
Did the associate make a connection with you during your visit (i.e. going beyond asking for shoe size and delivering product. This may include starting conversation around product, weather, sports, complimenting item, making the shopping experience fun, introduce themself, etc.)?	7/7	✓ Yes No N/A
During your interaction with the associate did they continue to connect with you by keeping the conversation going?	0/7	Yes ✓ No N/A
Did the associate ask you open ended questions to determine the best product or service for your needs?	0/5	Yes ✓ No N/A
Did the sales associate compliment or confirm the items you were interested in purchasing?	3/3	✓ Yes No N/A
SUGGEST ADDITIONAL MERCHANDISE		
Did the sales associate suggest additional merchandise?	7/7	✓ Yes No N/A
Did the suggested additional merchandise make sense for the footwear you were interested in purchasing?	4/4	✓ Yes No
THANKING THE CUSTOMER/CHECK OUT		
Did the Associate thank you? (for coming in today, your business, etc)	5/5	✓ Yes No N/A
Did the Associate invite you to return to the store?	5/5	✓ Yes No N/A

Sample Coaching Gameplan

Track and Monitor Manager Use And Progress

Our proprietary coaching gameplan allows you to ensure that stores and managers are taking the time to coach to the evaluations. Pull reporting to see who has coached and what kind of coaching they have implemented.



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RBG

What Happens After A Mystery Shop Has Been Completed?

MYSTERY SHOP COMPLETED
You will be notified once the shop has been completed via email.

REVIEW SHOP EVALUATION
Identify most important areas of success and most important areas of opportunity.

COMPLETE COACHING SESSION
Discuss what behaviors were observed that were successful and that need to be improved.

USE COACHING GUIDE TO RUN SESSION
Take detailed notes and remember to make the session as fun as possible.

COMPLETE GAMEPLAN
Don't forget to log your results by clicking "Save" at the bottom of your shop.

Please provide an overview of the shop to the employees attending this session. It is recommended that the shop is printed out or posted two days prior to the shop review session. The employees names should be blacked out if the shop score is low.

To view the Coach's Guide, click here or paste the link below

//www.realitybasedgroup.com/gameplan/coachsguide.pdf

Please enter the date of this Manager Game Plan MON / DAY / 2020

For the Coach to complete prior to team meeting

Please enter 1 strength and biggest opportunity:

Sample Coaching Gameplan

Initial Shop & Coaching Review Session:

Was this session one on one or in a group?	0/0	○ One on one ○ Group
List who attended the session:		

How did the team members respond when asked what they felt was the biggest success from this evaluation?

What do the associates think is the most important opportunity from this last shop? What are the most important behaviors that drive customer service?

Action Plan – what are 2 steps the team has committed to, to enhance customer experience as a

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To view the Coach's Guide, click here or paste the link below.

http://www.realitybasedgroup.com/gameplan/coachsguide.pdf

Please enter the date of this Game Plan Review: MON / DAY / 2019

Name of manager completing this GamePlan:

Opportunities

Actions or behaviors that need to be improved. List the Team Member, the opportunity, the Correct action/behavior, and how and when it will be corrected.

Recognitions

Actions or behaviors that are so good, they deserve to be called out! List the Team Member, the successful action/behavior to be recognized, and if all

Pricing

Locations	Description	Duration	Unit Price	Cost/Store
50	**1x Per Month** **With Video Scout Employees** GameFilm® Video Evaluations	**6 Months**	$295.00	$1,710.00
50	**1x Per Month** **With Video Scout Employees** GameFilm® Video Evaluations	**12 Months**	$220.00	$2,640.00
50	**1x Per Month** Written Evaluations	**6 Months**	$78.00	$468.00
50	**1x Per Month** Written Evaluations	**12 Months**	$52.50	$630.00
			One Time Setup	**See Next Slide**
			Estimated Program Total	

Setup

	Professional	All-Star [Most Popular]	MVP
Certified Video Scout Employees	✓	✓	✓
Customizable Scorecards	✓	✓	✓
Dashboard Training	✓	✓	✓
Dragon Reporting Consultation	✓	✓	✓
Scorecard Consultation		✓	✓
Scorecard Additions		✓	✓
Coaching Gameplan		✓	✓
Push Notifications		✓	✓
Highlight Reel		✓	✓
Video QA/ Red Flags		✓	✓
Coaching Huddle Film Session			✓
Quarterly Project Review Meetings			✓
End Of Program Consultative Analysis			✓
RBG Monthly Coaching			✓
	$7,500.00	**$14,500.00**	**$29,500.00**

Video Scout Employees- RBG uses employed scouts that are coached and trained to your specific requirements and expectations..
Customizable Scorecards- RBG will work with you to create a scorecard, specific to your company, to help create the analytics of this program.
Dashboard Training- RBG will show how to use Dashboard reporting and pull data from the program.
Scorecard Additions/Changes- Client can add and change different types of scorecards throughout the mystery shop program.
Scorecard Consultation- RBG will share best practices from the industry and help design the most accurate and customized scorecard.
Coaching Gameplan- RBG's action plan, ensures that supervisors are reviewing and coaching the mystery shops with their staff. You will be able to pull reporting to see who has been coaching and what kind of coaching has taken place.
Push Reporting Notifications- RBG will automatically send out reporting to designated contacts instead of requiring a manual login.
Highlight Reel- RBG will create a 'highlight reel' and 'low-light reel' to be used as coaching material.
Coaching Huddle Film Session- RBG will film and produce a coaching session to be used by all locations and teams.
QA/Red Flag Notification- RBG will flag anything you need to be notified about and send an email immediately.
Quarterly Project Review Meetings- RBG will provide updates and feedback on a quarterly basis to help you digest the data and share advice on how to better the customer experience. This is also RBG's opportunity to share best practices from the industry.
End of Program Consultative Analysis- Upon completion, RBG will carefully review the program and provide feedback and a summary on their analysis on the GameFilm®, data, and program in a meeting.
RBG Monthly Coaching- RBG will conduct monthly film review sessions with store managers ensuring best practices and proper reviews are taking place.

Shop Counts

Activity	2020											
	A	M	J	J	A	S	O	N	D	J	F	D
1.0 Execution Of Agreement 9.10.19												
2.0 Program Design												
3.0 Evaluations												
4.0 Review Meeting												

RBG averages a 30 day on boarding for a new client upon execution of agreement.

Your Management Team

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.

Becca Riordon, Customer Success Manager

Becca 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.

Linda Wagner, Customer Success Manager

Linda 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. Linda will also be responsible for the day-to-day operations of your account, including support and dashboard user training.

Veronica Strother, Scheduling Manager

Veronica will manager the schedulers to ensure that all video shops are completed on time, and according the client's guidelines. She will be leveraging RBG's database of employees to select the most qualified shoppers to complete evaluations at your locations along the desired evaluation schedule.

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

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