



RBG Executive Summary

Hello Caesars Entertainment Team,

Reality Based Group™ (RBG) is excited for the opportunity to present a proposal to evaluate and select a partner to assist with your Video Mystery Shopping Program. This Executive Summary presents our approach and qualifications, that will result in a successful program for your organization.

- **Inventor of Video Mystery Shops:**

Reality Based Group™ founded video mystery shopping 25 years ago on the belief that organizations utilizing GameFilm® video to collect a reality-based view of their operations will be able to continuously improve their service quality and achieve a competitive advantage in their marketplace.

- **In-House Employees vs Independent Contractors:**

To maintain the necessary consistency and quality for a successful program, RBG utilizes in-house employees to collect our video mystery shops. This allows RBG control the quality of the equipment used and to coach and train to the scenarios and scripts our client's need.

- **Over 100,000 Video Mystery Shops a Year:**

No other organization in the world has RBG's experience delivering accurate, objective, actionable data to thousands of clients over 100,000 video mystery shops each year.

- **Quality Assurance Team:**

RBG employs a specialized in-house team that reviews and scores videos to ensure quality and accuracy.



1 Design



2 Evaluate



3 Quality Assurance



4 Report



5 Coaching

- **Dedicated Account Management Team:**

RBG assigns a dedicated in-house team to work with your stakeholders and leadership to fully understand your culture and objectives. Each team member is constantly updated on the program goals to improve the final deliverables.



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



Client Success



Mercedes-Benz





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Option A: Dynamic Program

For this program RBG will be providing a flat rate that will allow Caesars Entertainment to select targeted locations and deploy RBG video scouts to capture as much video as possible over a 2 day period. RBG uses in-house employees that can be coached and trained to a clients specific needs as well as controlling the quality of the equipment being used to provide consistency throughout the program. The scenarios, scripting, guidelines, scorecard design and reporting will be determined by Caesars Entertainment leadership and the dedicated RBG account management team during onboarding.

Solutions being used:



Video Evaluations **RBG Solution: GameFilm®**

Strategic hidden-video evaluations deployed at locations to capture trainable footage to increase the frequency of revenue driving behaviors. This proven model of training improves top and bottom line.



Recorded Telephone Calls **RBG Solution: RealCalls™**

Comprehensive mystery phone shops uncover the first impression your customers' have. A satisfying telephone call is key to a successful transition to the sale of your products and services.

Qty	Description	Unit Price
1	1-Day Customer Journey Video Mystery Shop (GameFilm® Video Mystery Shops)	\$1,000.00
1	One Time Program Design, Scorecard Design, Web Based Dashboard, Reporting Suite Set-Up – typically 7-10% of first year spend.	TBD