



Evolving Customer Experience.



HYUNDAI



Table Of Contents

Program Overview	4 - 5
Account Management Team	6 - 8
Deliverables	9 - 18
Why Reality Based Group™	19 - 20
RealCalls™	21
WebShops™	22
MysteryShopping+™	22
Benefits / Goals	23 - 24
Hyundai Motor Company Solutions	25
Thank You	26

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.



Program Overview

Hello Team,

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

Approach

Experience:

RBG was founded 25 years ago on the belief that organizations utilizing our solutions 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. No other organization in the world has RBG's experience delivering accurate, objective, actionable data to thousands of clients through millions of mystery shops.

Mystery Shoppers:

Through the many years of providing mystery shops RBG and our clients have learned that the key to a successful program is in the quality of the data collected. In order to have the necessary control and consistency, RBG utilizes tested and screened shoppers to collect our mystery shops. RBG also implements Evaluator Rotation/Lockout to limit the frequency an evaluator can visit any of your locations as well as Demographic Filtering to control the age, ethnicity, marital status, income and location of the shopper.

Dedicated Account Management Team:

With each program RBG assigns a dedicated in-house team to work with your organizations stakeholders and leadership to fully understand culture and objectives. Hyundai Motor Company's team will consist of a dedicated CSM (Customer Success Manager), a lead scheduler and quality assurance personnel. Each team member is constantly updated on the program goals and becomes familiar with what Hyundai Motor Company is looking for in the final deliverables.

Quality Assurance Team:

Each On-line, Phone and On-Site Mystery Shop goes through a detailed process prior to being delivered to Hyundai Motor Company. RBG's Quality Assurance Team is the final touch to ensure that each report is filled out properly and to verify that the final deliverable is up to RBG's standards.



Program Overview

Preparation

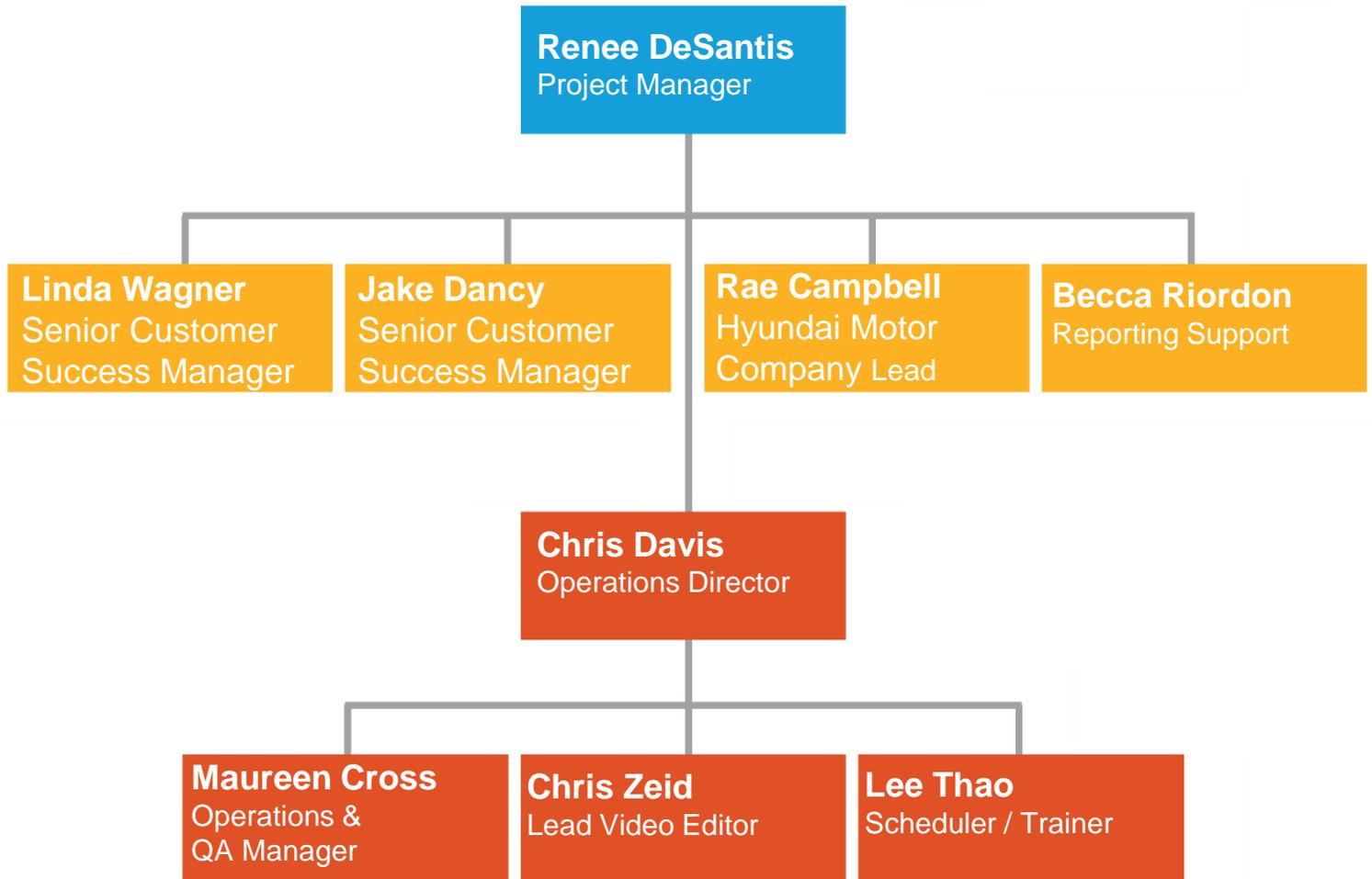
This program is scheduled to kick off immediately upon Hyundai Motor Company award of business. RBG's on-board process takes between 1-4 weeks depending on the clients availability and runs in parallel with the program design, dashboard and reporting development.

Hyundai Motor Company stakeholders will be introduced to the dedicated project manager who will be leading the process of developing the scorecard, scripting, guidelines, reporting needs and timeline for the program. The project manager is able to implement existing scorecards but is also able to work with Hyundai Motor Company to customize the program by sharing best practice scorecards that other organizations are using. Every aspect of the program is tailored to Hyundai Motor Company to achieve the results you are looking for.

During the on-boarding process we will be integrating the target locations into Hyundai Motor Company reporting dashboard. Your project manager will train you and your team on how to use our systems to maximize operator engagement and drive results. RBG's project manager will work with you and the internal RBG team to customize your dashboard and reports so that each level of leadership has access to their pertinent information. The shopper guidelines and scenarios will be outlined by Hyundai Motor Company leadership during on-boarding. RBG will make recommendations based on our experience and will work with your team to finalize the guidelines that our video shoppers will follow.

Each shopper will return the scorecard to our in-house quality assurance team, which provides segmented, polished products that your team can use for strategic adjustments and training. Before the finalized reports are pushed to Hyundai Motor Company stakeholders, they go through RBG's internal scoring and quality assurance team.

Your Management Team



Your Management Team



Renee DeSantis, Project Manager

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



Linda Wagner, Senior Customer Success Manager

Linda will serve as your primary point of contact and 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.



Jake Dancy, Senior Customer Success Manager

Jake will shadow Linda and assist her in the implementation and development of your online dashboard, scorecards, and reporting. He will support Linda in providing updates, questions, editing, new user setup, hierarchy updates, or other operational functions. Jake will support the day-to-day operations of your account, including support and dashboard user training.



Rae Campbell, Customer Success Manager

Rae will support Jake and Linda to ensure the program is running smoothly and that all deliverables are complete and on schedule. Rae will also support Becca for reporting design on an as needed basis. Rae has the experience to fill in as a lead CSM in the event that Jake or Linda are not available.



Becca Riordon, Reporting / Analytics

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.

Your Management Team



Chris Davis, Director Of Operations

Chris will lead the operations team, ensuring that your evaluations are performed accurately and delivered to you on time. He will work with the scheduling team to oversee maximum efficiency and time savings. He will also work with the 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.



Chris Zeid, Lead Video Editor

Chris will be responsible for video editing of your individual evaluations. His team of video professionals will edit and manage all video footage according to client specific needs, once complete he will send the final product to the scoring team for scoring of the evaluation.



Lee Thao, Scheduler/Trainer

Lee will be the lead shopper recruiter and scheduler. He will be leveraging RBG's database of employees and independent auditors and select the most qualified auditors to complete evaluations at your locations along the desired evaluation schedule.



Maureen Cross, Operations Manager

Maureen (Mo) will be responsible for quality assurance of your individual evaluations. Her team will review each completed evaluation to ensure shopper guideline compliance, correct shop execution, and provide proofreading when necessary. From there, each shopper will be rated based on their performance, allowing for the optimization of your evaluator pool as your program progresses.

Deliverables

Location level to national level reporting available to field and regional personnel

Reporting and security are customized to the role. Once an evaluation is finalized, the video and scorecard are released via electronic portal to the appropriate levels for review and coaching. Reporting level customization will be performed prior to evaluations to ensure visibility based on location, market, or national division.





Deliverables

Questionnaire outlining scoring of service experience. Should include a breakdown of the service process and question for scoring in each section:

The RBG Project Manager will work with Hyundai Motor Company prior to evaluation being performed to design the ideal scorecard based on best practices and you unique needs. The questionnaire can be customized into any critical areas deemed necessary.

LAST MONTH SURVEY SUMMARY		
Showing data for 9/1/18 - 9/30/18, Dining Shop. 1335 Evaluations.		
Question	Breakdown ?	Question Score ?
Amount Spent:	\$55.20	
Call Ahead Seating		
☺ 1. Was the host friendly and welcoming on the phone?	97.22% - Yes 2.40% - No 0.38% - N/A*	97.59%
☺ 2. Were you asked about special accommodations?	84.23% - Yes 11.49% - No 4.28% - N/A*	88.00%
☺ 3. Were you asked to check in at the host stand when you arrive?	93.47% - Yes 2.25% - No 4.28% - N/A*	97.65%
☺ 4. Was it explained to you that you may have a short wait once you arrive?	86.19% - Yes 8.78% - No 5.03% - N/A*	90.75%
Host - In Restaurant		
☺ 5. Were you greeted with a smile?	97.97% - Yes 2.03% - No	97.97%
☺ 5. Did a host greet you upon arrival?	100.00% - Yes 0.00% - No	100.00%
☺ 6. Did a host explain the 2 step and full service experience?	33.33% - Yes* 66.67% - No*	
☺ 6. Were you seated within 10 minutes of your quote time?	82.73% - Yes 1.20% - No 16.07% - N/A*	98.57%
☺ 7. Did the host engage in friendly conversation on the way to the table?	84.16% - Yes 15.84% - No	84.16%
Server		
☺ 1. Did you receive a friendly greeting within 45 seconds of sitting down at the table?	85.96% - Yes 14.04% - No	85.96%
☺ 1. 2 step only- Did your Counter staff member explain how 2 step works? Drinks, tables, silverware etc? Full service NA	0.00% - Yes 0.00% - No 100.00% - N/A*	

Deliverables

Completed Questionnaire / Scorecard of overall location performance during the entire customer experience:

Each scorecard will provide the appropriate management levels with scores for the location based on the predetermined section breakdown as well as an aggregated, overall dealer performance.

CONTROLS

Close PDF Email

MGR CHANGE REQUEST
[Add](#)

EVALUATION #
2187188

10-02-2018
SURVEY: DINING SHOP
199

YOUR SCORE

91%
70/77 points



COMPANY RANK YTD

417/521



THIS SCORE VS STORE YTD



91%
This Evaluation



88%
YTD Average

STORE VS COMPANY YTD



88%
YTD Average



91%
YTD Average

SECTIONAL CHANGE

Section	This Evaluation	Last Evaluation	+/-
Overall	91%	74%	+17%
Host	86%	43%	+43%
Server	76%	24%	+52%
Food	100%	100%	-- +0%
Teamwork	83%	92%	-9%
Leadership	100%	100%	-- +0%
Environment	100%	78%	+22%
Would you return ...	100%	100%	-- +0%

TREND VS. LEVELS





Deliverables

Question-by-question report with section and overall totals by location, market, national division:

Our scorecard reporting is customized for different levels of leadership with drill –down ability on a need-to-know basis. Locations will be able to see how their location is performing and will be able to compare that performance against the peers of your choosing.

Classic Reports

Video/Written Survey S

MASTER SURVEYS LOCATIONS TRENDING

Date Survey Level Group

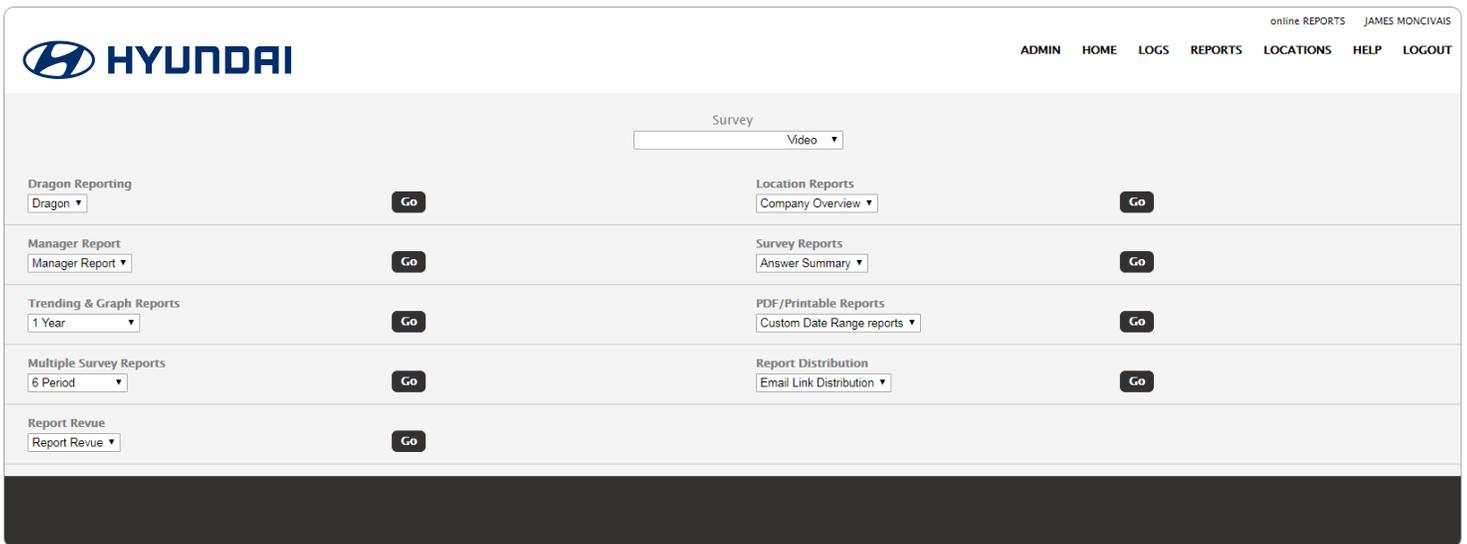
Entire Company | 5/1/18 - 5/31/18 | 15 Evaluations

DRILLDOWN RANKING				
Level	Rank	Percent Rank	# Evaluations	Score
Entire Company	1	100	15	86.27
Phoenix-South	1	100	1	100.00
Phoenix-East	2	86	1	97.00
Tucson - North	3	71	2	96.50
Phoenix-Northeast	4	57	2	93.50
Phoenix-West	5	43	1	90.00
Tucson - South	6	29	1	86.00
Phoenix-Central	6	29	1	86.00
[No District]	8	0	6	75.83

Deliverables

Overall reporting should be available for each series of shops for trending analysis:

Overall reporting as well as section or individual question trending analysis is at your fingertips for any reporting level. Your locations will know where they made improvements as they are evaluated with each round.

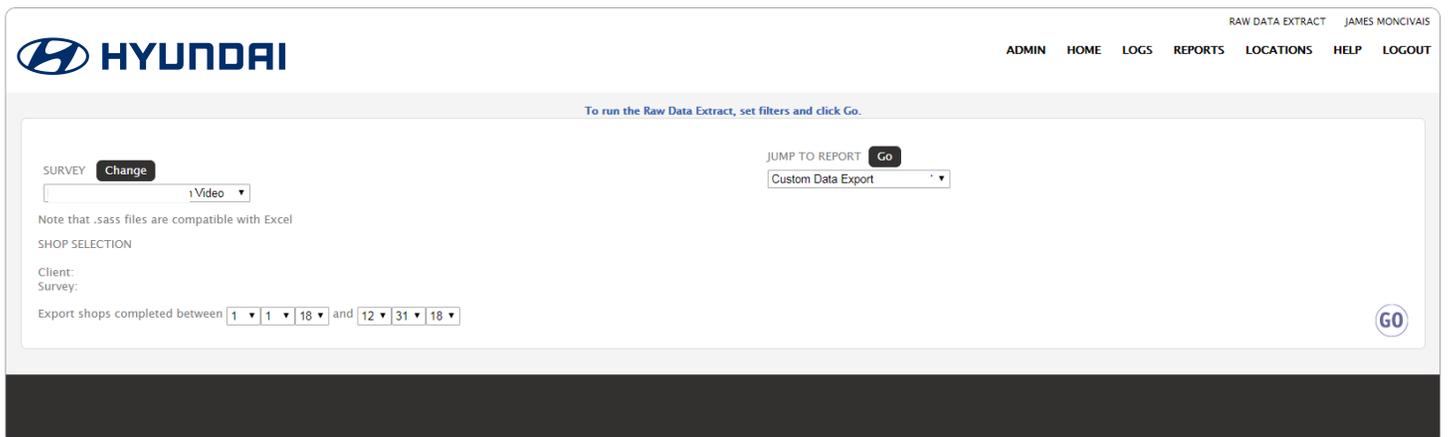


The screenshot shows the Hyundai reporting interface. At the top left is the Hyundai logo. At the top right, there are navigation links: ADMIN, HOME, LOGS, REPORTS, LOCATIONS, HELP, LOGOUT. Below the navigation, there is a 'Survey' dropdown menu set to 'Video'. The main area is divided into several sections, each with a dropdown menu and a 'Go' button:

- Dragon Reporting:** Dragon (dropdown), Go
- Location Reports:** Company Overview (dropdown), Go
- Manager Report:** Manager Report (dropdown), Go
- Survey Reports:** Answer Summary (dropdown), Go
- Trending & Graph Reports:** 1 Year (dropdown), Go
- PDF/Printable Reports:** Custom Date Range reports (dropdown), Go
- Multiple Survey Reports:** 6 Period (dropdown), Go
- Report Distribution:** Email Link Distribution (dropdown), Go
- Report Revue:** Report Revue (dropdown), Go

Inclusion of filter for market and region etc. for easy dissemination of information for presentations:

All of your scorecard data is available 24/7 right in our system, with many premade figures ready for presentations, Should you need access to the raw data it is always available as an export to excel, including and filters, making it east to work with.



The screenshot shows the 'Raw Data Extract' interface. At the top right, there are navigation links: RAW DATA EXTRACT, JAMES MONCIVAIS, ADMIN, HOME, LOGS, REPORTS, LOCATIONS, HELP, LOGOUT. Below the navigation, there is a heading: 'To run the Raw Data Extract, set filters and click Go.' The main area contains several filters and a 'Go' button:

- SURVEY:** Change button, Video (dropdown)
- JUMP TO REPORT:** Go button, Custom Data Export (dropdown)
- Note:** Note that .sass files are compatible with Excel
- SHOP SELECTION:** Client: Survey:
- Export shops completed between:** 1 (dropdown), 1 (dropdown), 18 (dropdown) and 12 (dropdown), 31 (dropdown), 18 (dropdown)
- GO:** A circular button with the text 'GO' inside.

Deliverables

Individual location reports with overall pass/fail and scoring by section. Format should be PDF and include a link to video and audio where applicable:

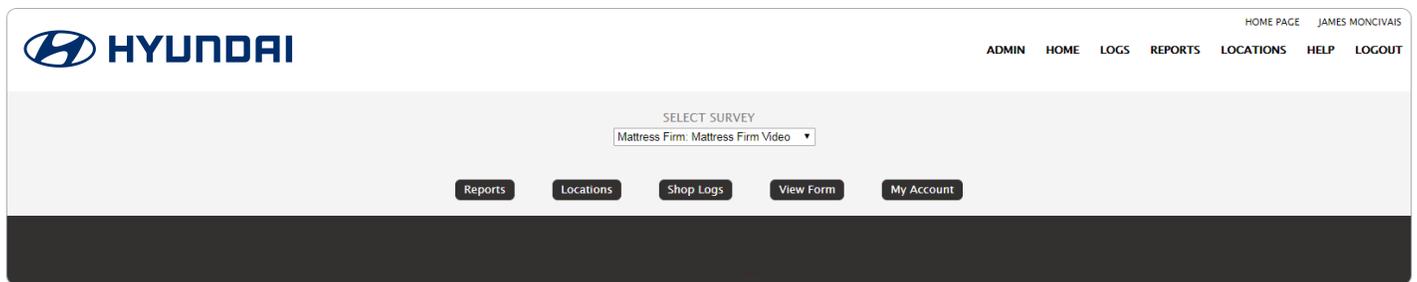
Each location will receive a standalone report with color-coded reporting based on score range determined with input from Hyundai Motor Company prior to evaluations. Locations will immediately know which sections they are doing well on (green), which sections they passed, but need to improved (yellow) and witch sections they failed (red). In addition, the video that the score is determined from is embedded right in the report making it easy for the location to use it to improve their service.

QUESTION	SCORE	ANSWER
Date shop performed		5/22/2018
Time of shop		3:11 PM
Associate Name		Clarke
1. Was the customer greeted within 60 seconds of entering the store?	1/1	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2. Did the Associate ask the customer's name?	1/1	<input checked="" type="checkbox"/> Yes

Deliverables

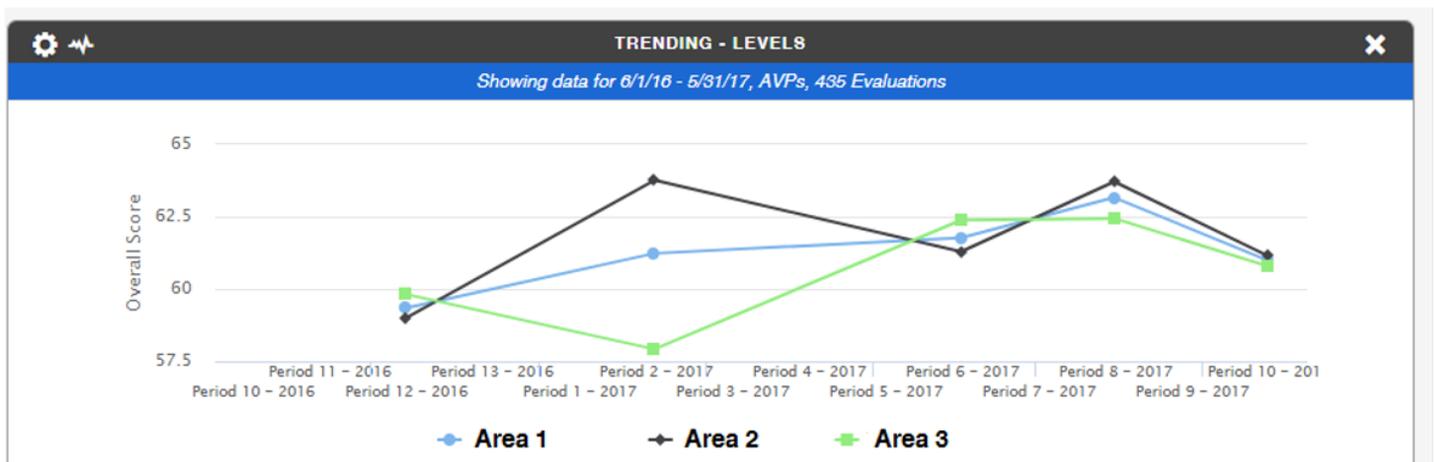
Single login to central website for Hyundai Motor Company field and national personnel for access to all reports. Multiple concurrent users must be supported. Hyundai Motor Company retailers should have rights-controlled access:

Unique user access is fully customizable with control access granted or denied at any time. There is no limit to the number of users accessing the system at any one time.



Ability to show results and trend by individual shop, market or division over time:

Trend reporting is a powerful function of your database. You will be able to see changes in scores over time in both table and chart formats.



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 Extra Company	2.08 std. deviations above
Location: 655 - Location 655	28.03 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

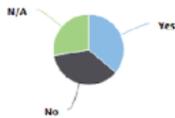
FLASHPOINTS		
	Score	Significance
Question Did the sales associate escort you to the area of the store of interest? (to the item of interest)	15.35 pts below 12 month average	1.23 std. deviations below (x4 question weighting)
Question Did the Associate invite you to return to the store?	10.03 pts below 12 month average	0.81 std. deviations below (x4 question weighting)



BEHIND THE NUMBERS: 12/1/11 - 12/31/11

QUESTION Did the sales associate attempt to compliment the product of interest with additional items? (adding on to the sale)

HOW WAS THIS ANSWERED?



ENTIRE COMPANY CAN GAIN

+2% on its OVERALL SCORE if this question scored 100%

CORRELATED QUESTIONS

WHAT ELSE CAN WE IMPROVE by improving performance on this question?

These 5 other questions were answered most similarly to this question. Improving one of their scores may help improve the others.

ENTIRE COMPANY CAN GAIN

+13% on its OVERALL SCORE if these 6 questions scored 100%

Correlated Questions	Correlation	Question Scores
Did the sales associate attempt to compliment the product of interest with additional items? (adding on to the sale)	---	
Did the Associate invite you to return to the store?	67.40%	
Did the sales associate make a recommendation?	60.50%	
Were you greeted within 30 seconds of entering the location?	48.13%	
Did the sales associate probe for better understanding?	43.47%	
Did the sales associate confirm that he had answered all of your questions?	41.46%	

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!

The RBG Difference

Our Mission:

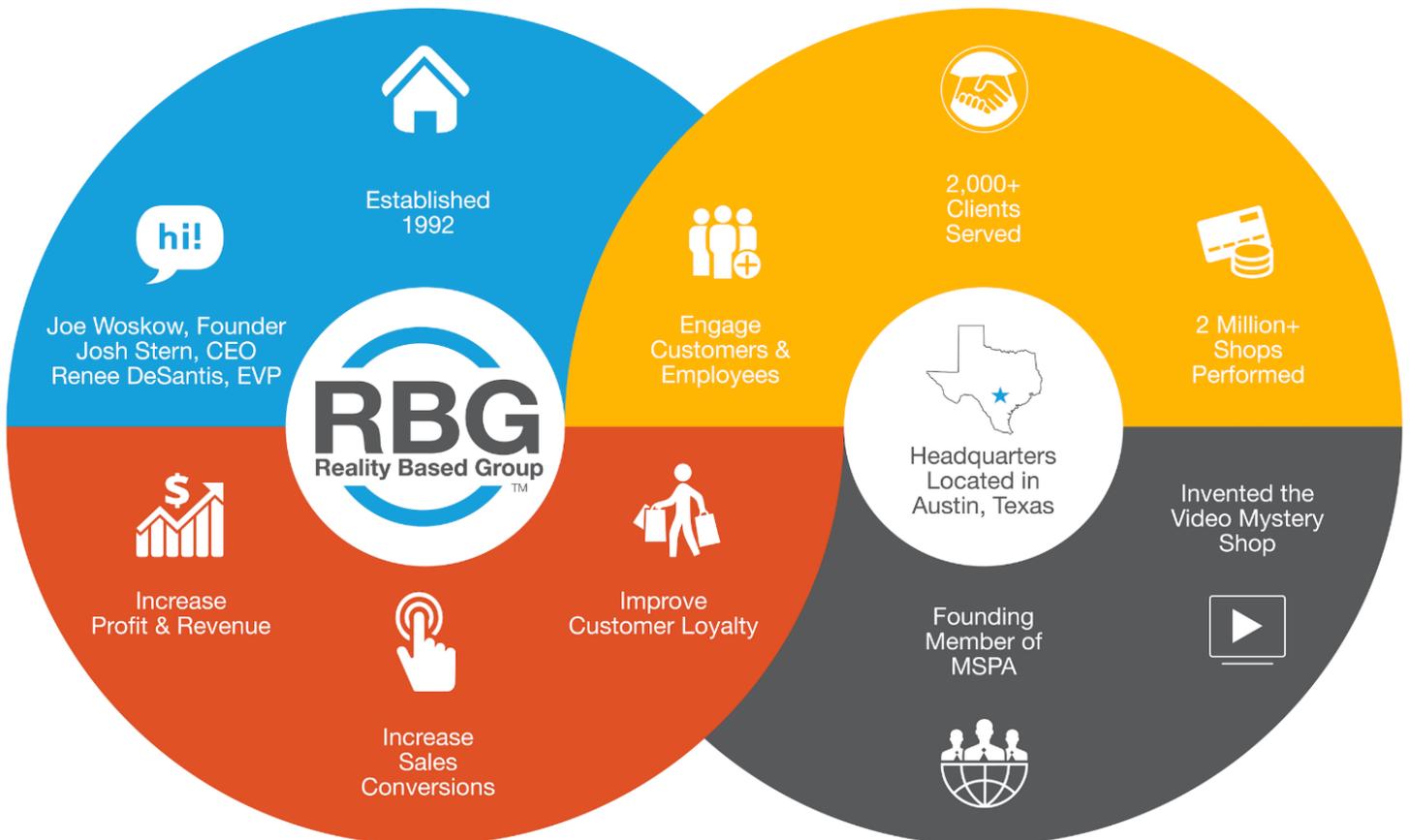
To deliver 'Reality Based' continuous improvement programs that create world class customer experiences.

Our Vision:

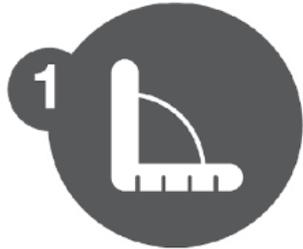
To be the first thought every best-in-class company leader has when thinking about how to improve their customers' experience.

Our Core Values

						
Accountability	Continuous Improvement	Empowerment	Innovation	Integrity	Teamwork	Winning



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

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



RealCalls™

Phone Mystery Shopping



Make Your First Impression A Lasting One

Much like a first impression, the image your customer forms of your business frequently starts with a phone call. This first impression can serve as a key to building positive consumer relationships that can increase your sales and deepen customer loyalty.

The **RealCalls™** program pairs highly experienced telephone mystery shoppers with outbound call recording technology. This program allows you to listen directly to your team's interaction with a potential customer. These calls have helped our clients achieve and maintain that cutting edge over their competition and get the results they've been looking for.

Setup Is Simple

The **RealCalls™** programs can be created as either a stand-alone evaluation or in conjunction with an on-site mystery shopping evaluation. With our expert guidance, you have full control over the development of the scripting and approach of each call your team receives from our mystery shoppers, as well as a custom scorecard that tracks and assigns a score to aspects of the interaction that are important to you.

Upon execution of the program, you will receive each scored phonecall and the full recording of the interaction. We will then use our custom reporting tools to analyze data from the scored call, so that you know exactly where your team can improve. You will have the information to build a seamless customer experience for your business from "Hello," to "See you next time!"



RealCalls™ Features:

- Robust, Skilled Shopper Database
- Scoring Criteria
- Coaching & Continuous Improvement
- Online Dashboard & Reporting Features



WebShops™

Online Mystery Shopping



Gain Professional Online Insight

A lot of resources went into developing and maintaining your website, and you know how critical it is to your customers. It may be the only way for them to make a purchase from you, or it may be the only gateway for them to learn more about your business and services. But are you aware of what your end user's actual experience is and how that first online experience affects your website or conversion rate?

Get an objective view of your true online experience with the online mystery shopping program we provide at **Reality Based Group™**.

With our fully customizable program, our mystery shoppers will visit your website - you are in control of how they approach it, what they might say in a web query, and what kind of feedback you would like to receive. Then, once you have obtained a better understanding of how a visitor would use your website, you can understand exactly what your customers are thinking when they view your online brand.

WebShops™ can provide your online brand with real, actionable data you can use to make necessary adjustments and gain the online results you've been looking for.

WebShops™ Features:

- Actionable Reporting & Analytics
- Email Notifications Upon Submission Of Evaluations
- Improvement Opportunities Defined
- Response Time Analytics
- User Experience Clearly Described
- Quick Notification Of Site Errors And Issues
- Ratings For Ease Of Use By Real Consumers
- Test New Features



RBG Benefits / Goals



Program Design

Data Integrity	RBG provides the only way to get 100% Objective, Accurate and Actionable Data.
Experience	Over Two decades have afforded us unrivaled experience in designing proven scorecards and coaching guides that identify and correct field-level retention and revenue driving behaviors within your team.
Scorecard Design	Fully Customized scorecard design tailored specifically to your locations and objectives.
Script & Guidelines	Creative design and development of scripting and shopper scenarios.
Program Management	Dedicated Project Manager & Account Team with over 50 in-house Editors/Proofreaders provides accuracy by reviewing every evaluation for consistency, legitimacy, and performs proofreading functions.
Quality Assurance	Our goal is to deliver real data that empowers action. To that end, we have developed a number of quality assurance fail safes to ensure your data is of the highest integrity.
Question Versioning	Question versioning allows for location specific questions without affecting overall scores.
Quarterly Review	Dedicated Customer Success Manager provides quarterly executive summaries, strategic adjustments and ongoing consultation.

Mystery Shoppers

Industry Advantage	RBG founded MSPA (Mystery Shopper Providers Association) giving your organization exclusive access to 600,000 skilled Gold and Silver-Certified mystery shoppers.
Shopper Rotation	Evaluator Rotation/Lockout to limit the frequency an evaluator can visit any of your locations.
Photo DNA	Photo DNA Matching ensure that the data you receive is always 100% accurate, Receipts, business cards, etc.
Shopper Validation	Evaluator IRS Social Security Number Validation Protects the integrity of your data, ensuring are who they say they are.
Demographic Filtering	Demographic Filtering customized to your demographic needs (age, ethnicity, marital status, income, location, etc.)
Advanced Reporting	RBG provides the most advanced, customizable reporting and analytics available.



RBG Benefits / Goals

Reporting & Dashboard	
Email Summary	Customizable Aggregate Reporting & Program Analytics with automated email summaries.
Custom Views	Macro to Micro analytics of evaluation performance.
Customized Reporting	Customizable reports for every user, automatic delivery of reports directly into each user's email inbox.
Dashboard Design	Dynamic and customizable web based dashboard that is tailored to your organization.
Unlimited Access	Real-Time 24/7 online access & mobile friendly executive dashboard with tiered access.
Coaching & Training	
Manager Action Plan	Managers can review their action plans and timelines, then document the steps they took to improve associate performance or replicate a success.
Strategic Adjustments	Post evaluation tools to identify strategic adjustments and key performance drivers.
Management Tools	Customizable Management Coaching Guide



RBG Solutions

For this program RBG will be providing a flat rate that will allow Hyundai Motor Company to select targeted locations and deploy RBG Mystery Shoppers for up to 4500 shops per year. RBG will be using a variety of male and female shoppers between the age of 21-65. The mystery shop guidelines, scripting, scorecard design and reporting will be determined by Hyundai Motor Company leadership and the dedicated RBG Project Manager during onboarding. This program includes program design, scorecard design, customized web based dashboard accessible 24/7, call recordings and detailed tiered access reporting..

Solutions being used:



Mystery Shops **RBG Solution: MysteryShopping+™**

This tailored solution is uniquely designed for the specific needs of your business objectives; from the scorecards to the evaluators, each piece of this program is focused on providing you with the data you want in order to get results you need.



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.



Online Shops **RBG Solution: WebShops™**

A solution tailored in developing the right approach and engagement from shoppers when visiting your website to provide your online brand with the real, actionable data you can use to gain the online results you've been looking for.

Qty	Description	Unit Price
1	Recorded Telephone - to - On-Site Showroom Mystery Shops	\$95.00
1	Online - to - On-Site Showroom Mystery Shops	\$95.00
1	One Time Program Design, Scorecard Design, Web Based Dashboard, Reporting Suite Set-Up – typically 7-10% of first year spend.	TBD



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



. Evolving Customer Experience

**James Moncivais,
Director of CX/UX**

o: 512.275.1365 | f: 512.233.5340

e: jmoncivais@realitybasedgroup.com

www.realitybasedgroup.com