



**Evolving Customer Experience.**





# 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	Integrity	Teamwork	Winning

## Client Success



# Solutions

Mystery Shopping	Audits & Surveys	Coaching & Training
<p><b>MysteryShopping+™</b> Written Mystery Shopping</p> 	<p><b>RealAudits™</b> Mobile Data Collection</p> 	<p><b>InTheHuddle™</b> Video Training</p> 
<p><b>RealCalls™</b> Phone Mystery Shopping</p> 	<p><b>RealCheck™</b> Competitive Pricing Intelligence</p> 	<p><b>CoachMe®</b> In-Person Team Training</p> 
<p><b>GameFilm®</b> Video Mystery Shopping</p> 	<p><b>RealFeedback™</b> Custom Surveys</p> 	

**RealResults™ Reporting** 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.

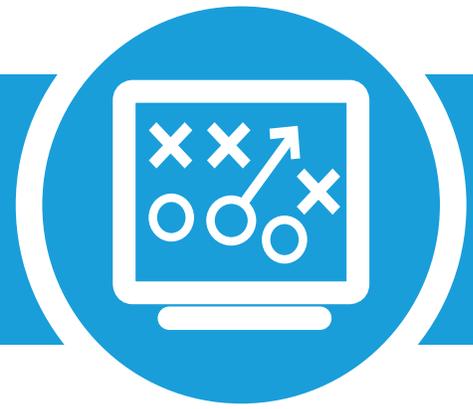
### MysteryShopping+™ Features:

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



# GameFilm®

## Video Mystery Shopping



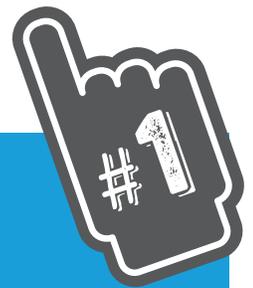
### Watch The Action Unfold

**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



# RealAudits™

## Mobile Data Collection



## Customized Data Collection At Your Fingertips

Is your team still filling out internal compliance and safety audits on a clipboard? Are you still collecting your internal inventory or other data using pen and paper? Ever thought to yourself that there's got to be a better way? Now there is, with **RealAudits™**, a solution built to handle any kind of audit or data collection your company needs.

### Our Auditors, Your Data

At **Reality Based Group™**, audits can be conducted by our team of experienced data collection auditors, leaving your team to focus on other aspects of your business. We set our auditors up with the tools they need to conduct safety inspections, track compliance to your internal protocols, verify your inventory levels, or collect any other data you need about your locations. They then report any discrepancies to your managers.

### Self-Directed Audits

Another **RealAudits™** Internal Audits option is our self-directed audit program. After all, no one knows your business better than you. Using this mobile-friendly web-based solution, your team can perform any custom audit on their phone or tablet, take pictures and notes on the fly, and even perform fixes to newly recognized issues immediately and on-site.

With customized, online auditing software for both of these solutions, there's no need to use pen and paper or even to download an application. **Reality Based Group™** customer success managers will track and manage data from those audits for you. We provide custom reporting to analyze where your team needs to improve overall, or how much they have improved over time, giving you the tools you need to manage the protocols that drive your business forward.



### RealAudits™ Features:

- Facility Condition Assessment
- Service Inspections
- Quality Standard Inspections
- Inventory Audit
- Customized Data Collection
- Mobile Friendly Audit Software



# RealFeedback™

Customizable Surveys



## Not Just Another Feedback Survey

For most people, perception is reality, and that's never been more true than with today's connected and empowered consumer. But do you know how to get accurate customer feedback? Whether you're seeking insight on a new product or a better understanding of your customers' experience, companies everywhere are gaining smarter data through the use of customer surveys.

By asking the right questions, you will be able to learn how your business is perceived by your internal and external customers. With **RealFeedback™**, you get actionable data that helps you focus on making the necessary adjustments to improve your overall consumer experience, while increasing your customer and employee satisfaction. Surveys can be customized to deploy via receipt, email, or direct mail - however your customers prefer to receive them.

Want to know what your customers think about your service? Or maybe how they think you stack up against the competition? Want to find out what your employees think of management? These are just a few of many questions **RealFeedback™** can answer.

### Real Feedback™ Features:

Actionable Data On Experiences

Mobile Friendly & 24/7 Accessibility

Real-Time Notification

Tiered Access

Question Versioning by Location

Customized Reporting and Statistics

Automated & Supervised Quality Assurance & Fraud Protection



# 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.

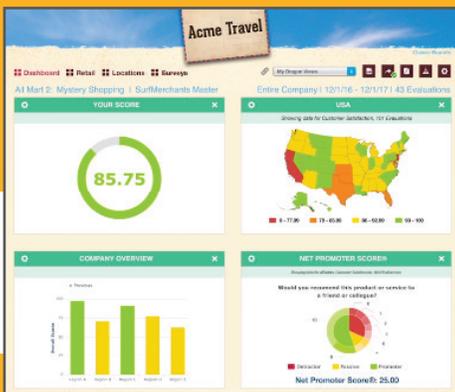
Our robust reporting feature, **RealResults™** is included with all of our solutions because we know how important it is to your business to have reliable data available both in the office and on the go. With **RealResults™** you can **Create, Customize, and Share**.

## 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	28.83 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 (at 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 (at 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!



## Solutions

### Professional - Written

Locations	Frequency	Description
185+	1x/month	Written Evaluations, small purchase, 10-15 minute visit
Each location will receive 1 written evaluations per month (first month will receive 2x shops)		

### Professional - Written - Pricing

Locations	Frequency	Description	Unit Price	Yearly Cost/Location
185+	1x/month	Written Evaluations	\$29.50	\$383.50
<b>Estimated Program Total</b>				\$70,947.50
<b>One Time Set Up</b>				\$2,500.00

# Shop Counts

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

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