



Evolving Customer Experience.



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Table of Contents

Project Overview	3
RBG Culture	4 - 6
Your Management Team	7
Written, Online and Video Shops	8 - 10
RFP Requirements	11 - 39
References	40
Pricing	41 - 42
Timeline and Schedule	43
Thank You	44

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.



Project Overview

Hello Team,

Reality Based Group™ (RBG) is excited for the opportunity to present a response to your Request for Proposal to evaluate and select a Mystery Shopper Program supplier. This proposal presents our approach, schedule, team and qualifications, to provide the services Panda Express has requested.

It is our belief that our nearly 28 year history of performing mystery shops for some of the world's most recognizable brands makes RBG a uniquely qualified candidate for Panda Express. With RBG, you get a completely in-house dedicated team, that is ready and able to meet your needs. Our understanding is that the scope of this project calls for Panda Express mystery shops for drive-thru, dine-in and online from locations throughout the US and Internationally for a 12 month period. In order to ensure the most accurate and consistent data possible for this scope of work you need a team that can show your real results of current work. We have the experience and abilities to ensure all these deliverables are met and your program will be a success.

Your Dedicated RFP Landing Page: <https://proposal.realitybasedgroup.com/pandaexpress/>



The screenshot shows the RBG RFP landing page. At the top left is the RBG logo. To its right is the Panda Express logo. Below them is the heading "Evolving Customer Experience". Underneath this is a button with the text "Watch How RBG Can Make a Difference".



About Us



Reporting Dashboard



Your RFP



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

RBG Partners With Over 200 Top Brands



Ferrari



FIVE GUYS
BURGERS and FRIES

7-ELEVEN®



california
PIZZA KITCHEN

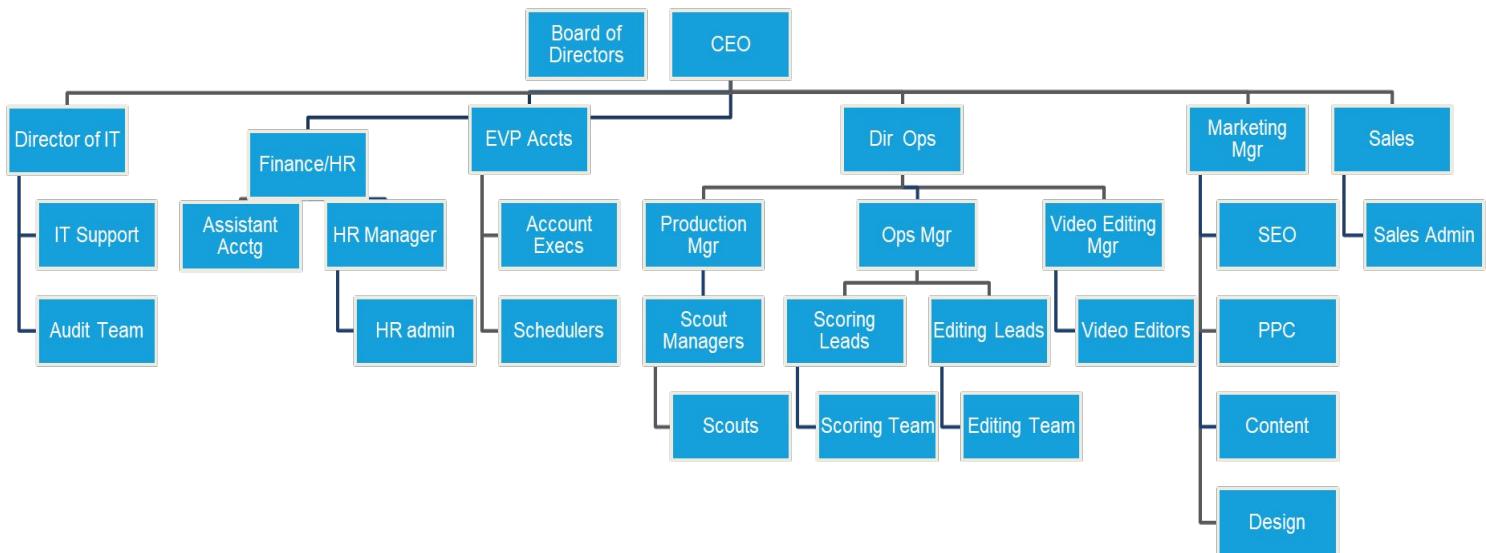
Luby's



RBG Culture

RBGs culture is built around our Mission, Vision, and Core Values. Our values drive our decision making process and guide how we conduct business. We operationalize these values through several programs, including our Monthly Celebrations and our On The Spot program, where any team member can ‘spot’ another demonstrating one of our values and provide them with a certificate.

Quarterly and Annual Awards are given out based on these peer to peer and manager to peer observations. Ultimately we are a customer experience company, and if our experience to our customers is not of the highest excellence we have failed in our mission.



With RBG you will have a dedicated team of professionals dedicated to ensuring your project is a success. The chart on this page outlines our corporate structure. The team on the next page are the individuals you'll be working with directly and indirectly to achieve your goals.



Your Management Team



Renee DeSantis, Vice President of Operations

Renee will be responsible for overseeing the development and design of your program to achieve maximum results. She has over 20 years of experience in the industry. She will lead the RBG team and ensure that the program is aligned with the success of your stakeholders.



Tim Williams, Director of Operations

Tim will be responsible for all RBG Customer Success Managers and staff associated with your program. He will assist in overseeing the implementation and development of your program and ensures that there is a constant alignment with your account, including support and dashboard user training.



Rae Campbell, Customer Success Manager

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



Jake Dancy, Customer Success Manager

Jake will assist Rae in overseeing the implementation and development of your online dashboard, scorecards, and reporting. He will be an additional resource for updates, questions, editing, new user setup, hierarchy updates, or other operational functions. Jake will be responsible for support and dashboard user training and will manage the shopper recruiter and scheduling team. He will be leveraging RBG's database of employees and independent mystery shoppers and select the most qualified to complete evaluations within your target cities.

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



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.

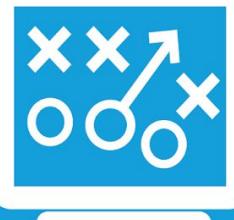
WebShops™ Features:

- 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





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

RFP Requirements

Exceptional Quality Assurance Processes



Shopper Selection

RBG's national coverage currently provides over 60,000 shops to over 250 partners in all 50 states. RBG has over 200,000 active mystery shoppers. For this type of program RBG pools from a network of mystery shoppers that have gone through additional testing, screening and experience with these types of mystery shops.

Quality - Experienced Shoppers: In order to have the necessary control and consistency, RBG utilizes pre screened, experienced mystery shoppers. In most cases, our competitors are using randomly selected mystery shoppers with no ability to control the quality and no ability to coach and train to the specific scenarios and scripts to meet the clients needs.

International - In preparation for this program RBG has surveyed each targeted international city to ensure that we have prescreened qualifies mystery shoppers that are fluent in both the local language as well as english.

In-House Video Shoppers

Through the many years of providing video 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 in-house employees to collect our video mystery shops. In most cases, our competitors are using independently contracted mystery shoppers with no ability to control the quality of the equipment being used and no ability to coach and train to the specific scenarios and scripts to meet the clients needs.

Quality Assurance Team

Each evaluation goes through a detailed process prior to being delivered to our partner clients. RBG's shoppers are focused on following the scenarios/script for each shop. RBG's Quality Assurance Team is the final touch to ensure that each report/scorecard is filled out properly and to verify that the final deliverable is up to RBG's standards.

RFP Requirements

Exceptional Quality Assurance Processes



Shopper Selection

Our recommendation is to use GameFilm® and to use our trained employees to complete this work. We are the only Mystery Shop Company that uses employees to perform these visits. This allows us to coach and train to your specific needs, and allows you to be hands on with what you need from our evaluators.

Our process to hire, train, and retain looks similar to other full time roles.

Hire: The HR and Recruiting team executes the initial recruiting and screening of our mystery shoppers. This includes multiple stages, including phone and video or in-person interviews. We then utilize Social Security Number verification to ensure that the shopper matches with the applicant and holds no prior history with RBG. After hiring, the video scouts are handed over to our in-house training staff.

Train: We have a full training staff that on-boards the Video Scouts. To train, screen, and qualify our scouts, every hire goes through TestCaster, a full-featured online testing system designed to train and screen shoppers for general mystery shopping aptitude or for specific shop types. Featuring question banking, question randomization, weighted answer scoring, and both automated and human grading. TestCaster can also award “Shopper Qualifications” to passing shoppers. Our Scout Managers consistently stay in contact with our video scouts to ensure quality and coach around areas of improvement.

To read our full shopper quality assurance guideline, click on the image or the link below:

<https://www.realitybasedgroup.com/proposals/MysteryShopperQualityAssuranceProgram.pdf>

RFP Requirements

Exceptional Quality Assurance Processes



In House Video Evaluations

We have a number of checks and balances in place to ensure objectivity and hold our team accountable to it.

Scorecard design. Our team will work with you to design questions that get to the heart of what you want to measure while actively removing gray areas and feeling questions.

Minimized number of shopper questions. Our shoppers remain focused on the experience and behave naturally rather than trying to remember all the details we are trying to measure.

Uncoupled video shoot from the video score. Our shoppers return their video to our video editing department. They then format the video for our scoring team to watch and evaluate the shoppers experience based on criteria we develop with you. Our team of in house scorers are trained using our coaching best practices in order to provide you with unbiased, consistent intelligence.

Regular feedback and performance reviews. Our managers communicate and coach our shoppers so that they are held accountable to behaving how they have been trained.

Through this carefully designed system the question isn't really how we hold our shoppers accountable for objective output, but how have we designed the program to ensure you receive objective and consistent output, regardless of who the shopper is; which we have done.

To read our full shopper quality assurance guideline, click on the image or the link below:

<https://www.realitybasedgroup.com/proposals/MysteryShopperQualityAssuranceProgram.pdf>



Building Better Shoppers

Reality Based Group™ works to meet your client demographic needs by utilizing a rigorous recruiting and monitoring process that has resulted in a database of over 200,000+ shoppers in the United States alone.

We will work with you to create a clear set of guidelines for our shoppers to ensure they provide objective and actionable feedback based on your goals. This data provides your management team with unique information that allows them to coach and train their teams on how to make every experience best in class.

Shoppers are verified through a variety of tools and earn qualified status* for accounts based on their profile grades and testing. Shoppers also receive individual coachings from our Quality Assurance team, who review each shop to ensure shoppers adhere to your guidelines. They will correct any grammar or inconsistencies in your shops and then provide the shopper with a grade and constructive feedback to help them become an expert shopper for you!



Shopper Qualification Program Features:

- Email Verification
- Social Security Verification
- Duplicate Shopper Alerts
- Fraudulent Shopper Detection Tools
- MSPA Shopper Certification Program
- Online Qualifying Tests
- Shopper Grading/Rating System
- Shopper Rotation/Lockout



RFP Requirements



Exceptional Quality Assurance Processes

Shopper Network Size

Size - RBG has over 200,000 active non-video contract mystery shoppers and over 100 full time and part time employee audio/video scout mystery shoppers.

Shopper Training

Outlined on pages 12 and 13. Read more by clicking on the link below:

<https://www.realitybasedgroup.com/proposals/MysteryShopperQualityAssuranceProgram.pdf>

Shopper Scheduling

At Reality Based Group, our team of highly experienced schedulers work to recruit qualified shoppers that will meet your client demographic needs. In addition to our database, we have established recruiting channels with professional associations, area businesses, digital job boards, social media, traditional job listings, and recruiting agencies. We will work with you to best understand your needs. RBG has a full team of schedulers dedicated to ensuring shops are assigned. Our head scheduler will be in constant communication with the scheduling team to relay any client feedback and help create a seamless and on time delivery of evaluations. In addition to our team of schedulers, RBG uses SmartMatch AutoScheduling, a tool that analyzes your locations and intelligently emails the shoppers most likely to perform the shop based on distance, population density, prior performance and demographic requirements.

Shop Auditing

RBG has a full team dedicated to reviewing all evaluations. Each evaluation goes through a detailed process prior to being delivered to our partner clients. RBG's shoppers are focused on following the scenarios/script for each shop. RBG's Quality Assurance Team is the final touch to ensure that each report/scorecard is filled out properly and to verify that the final deliverable is up to RBG's standards.

To read our full shopper quality control guidelines, click on the image or the link below:

<https://www.realitybasedgroup.com/proposals/RBGQualityControlGuidelines.pdf>

RFP Requirements

Exceptional Quality Assurance Processes



Shopper Rating

In order to have the necessary control and consistency, RBG utilizes pre screened, experienced mystery shoppers. The dedicated CSM and their team prepare training videos, sample deliverable images, webinars, scenario scripting and guidelines as tools to ensure that the shopper is prepared and qualified to complete each evaluation to your standards. The Mystery Shoppers assigned to this program are prepared and value the ongoing relationship with RBG. RBG has an array of different tools we use to monitor and assess the quality of shoppers. Shoppers are verified through a variety of tools and earn qualified status' for accounts based on their profile grades and testing. Shoppers also receive individual coachings from our Quality Assurance team, who review each shop to ensure shoppers adhere to your guidelines.

To read our full shopper quality control guidelines, click on the image or the link below:

<https://www.realitybasedgroup.com/proposals/MysteryShopperQualityAssuranceProgram.pdf>

Shopper Support

With each program, RBG assigns a dedicated in-house team to work with your organization's stakeholders and leadership to fully understand culture and objectives. There will be a team responsible for full time shopper support to communicate and troubleshoot any problems mystery shoppers come across.

Client Support

Dedicated Account Management Team

Your RBG team will consist of a dedicated CSM (Customer Success Manager), schedulers, and quality assurance personnel. Each team member is constantly updated on program adjustments to ensure accuracy and constancy in the final deliverables. They will be there to create any customized reporting or special requests you may need.

RFP Requirements



Depth of Experience & Assignment Flexibility

Type of Mystery Shops

RBG delivers over 5 figures of both written and video mystery shops each month.

Written Mystery Shops Case Study - To Read The Full Case Study, Click [Here](#).

Texas Roadhouse has over 560 locations nationwide and continues to expand around the world. Since the year 2000, the full-service restaurant chain looked to Reality Based Group (RBG) to ensure a consistent customer experience, help train bar and dining staff effectively and optimize customer satisfaction and loyalty. Texas Roadhouse believed an effective mystery shopping company could help them better measure its CX nationwide, improve customer and staff retention, and bolster sales.

Dedicated to Coaching and Consistency

Texas Roadhouse partnered with RBG to measure on a monthly basis the quality of their dining and bar services. RBG worked alongside executives at Texas Roadhouse to establish a scorecard, analyze the data on a custom dashboard, and coach to areas of improvement. Several hundred trained mystery shoppers were then deployed nationwide to every location to ensure a consistent experience.

By assessing month-over-month and annual trends, Texas Roadhouse can now measure their storefront performance by region, by staff, by service, and so much more.

Voted America's Favorite Full-Service Restaurant

In June 2015, NBC News announced that Texas Roadhouse was voted America's Favorite full-service restaurant through a national study of consumer preferences, conducted by the American Customer Satisfaction Index. Texas Roadhouse locations nationwide continue to score an average of over 90 based on the corporate team's initial scorecard guidelines. RBG continuously helps the company deliver the highest level restaurant experience possible.

"RBG is an excellent client partner that we have worked with for almost 2 decades. There is no doubt that RBG and Roadhouse are completely aligned and have a shared vision of success."

- Courtney Schum, Manager of People Development, Texas Roadhouse

RFP Requirements



Depth of Experience & Assignment Flexibility

Type of Mystery Shops

Video Mystery Shop Case Study

7-Eleven:

We began providing video mystery shopping services to 7-Eleven U.S. in June of 2018. Every month we shop their nearly 8,000 locations nationwide.

The program began in June 2018 with the planning and setup. From July through September, we processed a significant ramp up and ran a pilot at each location. Monthly services at each location commenced in October of 2018. Our shoppers visit each area of the store and provide information on exterior, interior, gas pumps, food, beverage and customer service. 7-Eleven has found the business intelligence we provide extremely important and eye opening. On many occasions we have been able to identify programs they have in place that their employees are engaged in and are succeeding with. We have also identified programs that have not received the dedication that they anticipated, recognizing more opportunities for increased ROI.

The program with 7-Eleven has been a huge success thus far. With seeing such incredible results, they decided to expand the program to all locations in Canada in May, 2019. It is also being integrated into the Franchisee awards and recognition program as a key metric for them to hit to earn incentive pay.

Client Self-Service Shopping Deployment

RBG builds in the flexibility for clients to be able to schedule and launch shops in specific markets during unique times.

Shop Type Experience

RBG has successfully performed every type of mystery shop imaginable. Our deliverables are customized based on the request of the client. For Panda, we will be able to perform dine in, drive-thru, online and delivery shops.

RFP Requirements

Reporting & Analytics



RBG's Reporting Tool

Panda Express' account management team will help create any customized reporting, build any requested reports, setup automatic, scheduled and tiered distribution of reports. Our smart reporting tool provides geo-evel reporting and the ability to export data in all formats.

To see a video of our reporting capabilities, click [here](#).

We have also documented examples of our reporting capabilities for collected Panda Express data on the following pages.

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

Panda Company Reporting

Media Gallery

Panda Express: Drive-Thru | Brian Rothschild

Entire Company | 3/1/20 - 3/31/20 | 3 Evaluations

YOUR SCORE

87.67

COMPANY OVERVIEW

Overall Score

Entire Company

SCORE COMPARISON

CATEGORY	SCORE
Overall Score	87.67
Service	73.33
Food	100.00
Ambiance	100.00
Cash Handling Pol...	100.00



Panda Company Reporting

IMPROVABLE QUESTIONS				
Question	Points Lost	Potential Evaluation Score		
		Current Score: 87.67		
4. Did any Associate offer an additional food item for your order (other than the promotional item offered during the greeting)?	12	91.69		
15. Were a fork, fortune cookie, straw (if applicable), napkins, and sauces offered and/or provided with your meal?	10	91.02		
5. Did any associate offer you a beverage	8	90.35		
11. Did any associate invite you to make a donation?	6	89.68		
14. How long did it take from the time you placed your order to the time that you received your complete order?	5	89.34		

DRILLDOWN RANKING				
Level	Rank	Percent Rank	# Evaluations	Score
Entire Company	1	100	3	87.67
[No Region]	1	100	3	87.67
[No District]	1	100	3	87.67
033 - Slaughter & HWY 35 - Drive Thru	1	100	1	95.00
030 - Veterans & Bass - Drive Thru	2	50	1	85.00
020 - Stirling & University - Drive Thru	3	0	1	83.00

TRENDING - LEVELS				
Showing data for 4/1/19 - 3/31/20.				
Overall Score	87.67			
May '19	Jul '19	Sep '19	Nov '19	Jan '20
Mar '20				
● Entire Company				

SURVEY SUMMARY				
Question	Breakdown	Question Score	Potential Impact	
Drive-Thru Operational Service Audit (OSA)				
Day shopped performed:	0.00% - Monday 0.00% - Tuesday 0.00% - Wednesday 0.00% - Thursday 0.00% - Friday 100.00% - Saturday 0.00% - Sunday			



Panda Company Reporting

Service			
⌚ 1. Was the Drive-Thru open during the time posted on the entrance?	100.00% - Yes 0.00% - No	100.00%	<div style="width: 100%; background-color: #2e9f00;"></div>
⌚ 2. Did an Associate promptly give you a genuinely friendly greeting at the speaker/ordering area? (Recorded greetings do not apply.)	100.00% - Yes 0.00% - No	100.00%	<div style="width: 100%; background-color: #2e9f00;"></div>
⌚ 2a. If no, mark all that apply:	0.00% - Did not give a greeting 0.00% - Greeting was mechanical/insincere 0.00% - Took longer than 5 seconds to acknowledge me		
⌚ 2b. Reality Based Group Mail genl https://mail.google.com/mail/u/0/	100.00% - 6-10 seconds 0.00% - More than 10 seconds Mark only one:	100.00%	<div style="width: 100%; background-color: #2e9f00;"></div>
⌚ 3. Did the Associate say any of your choices were unavailable or not ready to be served?	33.33% - Yes 66.67% - No 0.00% - N/A*	66.67%	<div style="width: 66.67%; background-color: #d9534f;"></div>
⌚ 3a. If yes, did the associate offer to cook it fresh for you (without having to ask)?	50.00% - Yes 0.00% - No 50.00% - N/A*	100.00%	<div style="width: 100%; background-color: #2e9f00;"></div>
⌚ 3b. If no, when you requested an unavailable item, did the associate reply in a genuinely friendly and attentive manner?	0.00% - Yes 0.00% - No 100.00% - N/A*		
⌚ 3c. If no, was the item cooked for you when you asked if they would?	0.00% - Yes 0.00% - No 100.00% - N/A*		
⌚ 3d. If no, mark all that apply:	0.00% - Manager or other associate refused 0.00% - Manager or other associate said it would take several minutes and seemed unwilling 0.00% - Manager or other associate indicated they would be closing soon 0.00% - Fryers were shut off		
⌚ 4. Did any Associate offer an additional food item for your order (other than the promotional item offered during the greeting)?	0.00% - Yes 100.00% - No	0.00%	<div style="width: 0%; background-color: #d9534f;"></div>
⌚ 5. Did any associate offer you a beverage	33.33% - Yes 66.67% - No	33.33%	<div style="width: 33.33%; background-color: #d9534f;"></div>
⌚ 6. Did the Associate confirm that the order was correct on the order display screen or repeat your order to you if not displayed?	100.00% - Yes 0.00% - No	100.00%	<div style="width: 100%; background-color: #2e9f00;"></div>
6a. If no, mark only one:			
⌚ 7. Did your final order with total price appear on the order display screen, or did the associate quote the price if your final order was not displayed?	100.00% - Yes 0.00% - No	100.00%	<div style="width: 100%; background-color: #2e9f00;"></div>
7a. If no, mark only one:			
⌚ 8. Did the Associate speak clearly, making it easy for you to understand what was said?	66.67% - Yes 33.33% - No	66.67%	<div style="width: 66.67%; background-color: #d9534f;"></div>
⌚ 8a. If no, mark all that apply:	0.00% - Spoke too Fast 0.00% - Spoke too quietly 33.33% - Muffled or difficult to understand 0.00% - Other		



Panda Program Scorecard



CONTROLS

[Close](#) [PDF](#) [Email](#)

EVALUATION # 2603447
03-21-2020
SURVEY: DRIVE-THRU
020

Stirling & University – Drive Thru
5820 South University Dr.
Davie FL 33328 US

Location: Stirling & University – Drive Thru

AVGS & SHOP COUNTS

Location avg (1)	83%
Company avg (3)	88%

SECTIONAL SCORES

Drive-Thru	--
Operational Service Audit (OSA) : (0/0)	
Service : (39/61)	64%
Food : (20/20)	100%
Ambiance : (16/16)	100%

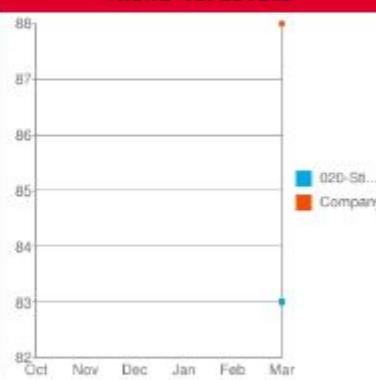
YOUR SCORE
83%
85/102 points

COMPANY RANK YTD
3/3

THIS SCORE VS LOCATION YTD
 
83% This Evaluation 83% YTD Average

LOCATION VS COMPANY YTD
 
83% YTD Average 88% YTD Average

TREND VS. LEVELS



Section	This Evaluation	Last Evaluation	+/-
Overall	83%	--%	--%
Drive-Thru Operat...	--%	--%	--%
Service	64%	--%	--%
Food	100%	--%	--%
Ambiance	100%	--%	--%

MGR CHANGE REQUEST
[Add](#)

MGR CHANGE REQUESTS

QUESTION	SCORE	ANSWER
DRIVE-THRU OPERATIONAL SERVICE AUDIT (OSA)		
Date shop performed	3/21/2020	
Day shopped performed:	0/0	Monday Tuesday Wednesday Thursday Friday ✓ Saturday Sunday



Panda Program Scorecard

DRIVE-THRU OPERATIONAL SERVICE AUDIT (OSA)

Date shop performed	3/21/2020
Day shopped performed:	0/0
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
✓ Saturday	
Sunday	

Upload a picture of your food:



Upload photo of your receipt:



Amount spent: \$11.72

Number of vehicles in front of you: 2



Panda Program Scorecard

FOOD 100% (20/20)

17. Was your food packaged in a neat and presentable manner?	8/8	✓ Yes No
18. Was the food you received hot and fresh?	12/12	✓ Yes No

AMBIANCE 100% (16/16)

19. Was the associate at the window in uniform, and did they present themselves with a clean and orderly appearance.	4/4	✓ Yes No
20. Was the restaurant exterior clean (e.g., parking lot, sidewalk, outdoor seating, and trash cans, if applicable)?	4/4	✓ Yes No
21. Was the Drive-Thru area clean (e.g., menu board, speaker/ordering area, Drive-Thru window, no debris in the Drive-Thru lane)?	4/4	✓ Yes No
22. Were the Drive-Thru speaker and menu board functioning and in good condition?	4/4	✓ Yes No

OVERALL SATISFACTION

23. Did anything about your visit today exceed your expectations?	up to +5	✓ Yes No
---	----------	-------------

23a. If yes, explain:

Gabriel was the associate at the window and he was very friendly and attentive.

23b. If yes, name of the associate:	Gabriel
24. On a scale from 1 to 5, how satisfied were you with your overall experience on this visit today?	0/0
	✓ 5: Very Satisfied
	4: Satisfied
	3: Somewhat satisfied
	2: Somewhat dissatisfied
	1: Not at all satisfied

24a. If not very satisfied, please explain why:

I was very satisfied with the visit.

CASH HANDLING POLICY STEPS 100% (5/5)

25. Did the cashier voluntarily give you a receipt?	2/2	✓ Yes No
26. Were you charged the correct price for your meal?	2/2	✓ Yes



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.

GAME PLAN © 2012 REALITY BASED GROUP, INC. ALL RIGHTS RESERVED.

RBG

What Happens After A Mystery Shop Has Been Completed?

```
graph LR; A["MYSTERY SHOP COMPLETED"] --> B["REVIEW SHOP EVALUATION"]; B --> C["COMPLETE COACHING SESSION"]; C --> D["USE COACHING GUIDE TO RUN SESSION"]; D --> E["COMPLETE GAMEPLAN"]
```

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
<http://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

RFP Requirements



User Account Management and Tool Administration

The RBG account management team will help provide guidance on password issues, permission levels, creating manage accounts and any other administrative requests.

Login and Access

The RBG account management team will set up role based permissions and access, track user activity and ensure secure user login and authentication.

Partner Training and Support

We'll supply a full team as previously outlined on Page 7. We ask that you have a point person on your end. We will have monthly, if not weekly check in meetings and in-depth quarterly reviews to help you digest the data and provide key takeaways and insights.

User Experience

Your accounts team will help create any customized reporting and widgets you request.

Configuration and System Requirements/Backup, Disaster Recovery and Business Continuity

RBG takes serious measures to protect your data as outlined in the next few slides.

Data Security

Dropbox, Venmo, & Sassie



Your Privacy Matters

At **Reality Based Group™** we understand that your data is important and we are committed to ensuring that your information stays protected and secured.



Sensitive data is encrypted at rest and during transmission (db encrypted fields and SSL)
ALL data encrypted in transit (SSL, SFTP)
Databases are not directly accessible via the Internet, only through UI
Platform is hosted on Amazon's AWS Cloud platform in the US, available option to be hosted in EU
Data is "hot replicated" (backed up in realtime)
Daily snapshots and SQL dumps are also performed for backups
Server software patching is done quarterly
Urgent security patches are done as needed and typically within 24 hours of being released
Hosted in a LAMP (Linux/Apache/MySQL/php) environment so not prone to Microsoft vulnerabilities
Vulnerability and Penetration scans are performed monthly by Comodo
99.9% uptime (monthly interval)
Uptime monitoring is done by Pingdom
Yearly Risk Assessments are performed internally
Rate limiting/IP blocking is employed on all password fields to prevent scripted attacks



Accounts are password protected and retain archived raw video files for 12 months, purging them after the 12 month period expires.



All videos are uploaded securely with hidden privacy.



Data Security

Security & Privacy



Working in collaboration with our software developer Surfmerchants (SASSIE), we are able to utilize Amazon's AWS infrastructure to deliver a scalable platform with high availability and dependability, allowing us the flexibility to build a wide range of applications. Helping to protect the confidentiality, integrity and availability of our customers' data is of the utmost importance, as is maintaining customer trust and confidence.

By utilizing AWS (Apache Web Servers), we are able to not only eliminate infrastructure headaches, but also many of the security issues that come with them. Our partnerships with Surfmerchants and Amazon provides a world-class, highly secure data center and application environment, utilizing state-of-the art electronic surveillance and multi-factor access control systems. Data centers and application support are monitored and staffed 24x7x365 by trained engineers, and access is authorized strictly on a least privileged basis. Environmental systems are designed to minimize the impact of disruptions to operations. And multiple geographic regions and Availability Zones allow us to remain resilient in the face of most failure modes, including natural disasters or system failures.

— How Is My Data Protected? —

SASSIE, ATHENA & Apache Web Server

Specifically, the physical and operational security processes are described for network and server infrastructure under Surfmerchants and Amazon's management, as well as Surfmerchants and AWS service specific security implementations. The SASSIE and ATHENA systems are built using industry-standard open-source tools, including a Linux based operating system, the Apache web server, MySQL and Postgres SQL database system, and PHP programming language. This combination helps to provide a stable and secure environment for our Application (and your data), and reduces operating cost when compared to other proprietary systems. We use a combination of Open, Federal and Amazon best practices as well as follow PCI compliance guidelines for our security procedures and policies, which are reviewed on a quarterly basis.



Data Security



Overview

The SASSIE and ATHENA systems are built using industry-standard open-source tools, including a Linux based operating system, the Apache web server, MySQL and Postgres SQL database system, and PHP programming language. This combination helps to provide a stable and secure environment for our Application (and your data), and reduces operating cost when compared to other proprietary systems. We use a combination of Open, Federal and Amazon best practices as well as follow PCI compliance guidelines for our security procedures and policies, which are reviewed on a quarterly basis.

All of this runs on top of Amazon's AWS Infrastructure Resources. AWS operates the private cloud infrastructure that we use to provision a variety of basic computing resources such as processing and storage. The AWS infrastructure includes the facilities, network, and hardware as well as some operational software (e.g., host OS, virtualization software, etc.) that support the provisioning and use of these resources. The AWS infrastructure, as well as SASSIE and Athena, is designed and managed according to security best practices as well as a variety of security compliance standards. As an Surfmerchants customer, you can be assured that you're building web architectures on top of some of the most secure computing infrastructure in the world.

Through the AWS Compliance Program, Surfmerchants is able to take advantage of the robust security in place and help us streamline our compliance with industry and government requirements for security and data protection. The IT infrastructure that AWS provides to Surfmerchants is designed and managed in alignment with best security practices and a variety of IT security standards, including:

IT Security Standards Include:

SOC 1/SSAE 16/ISAE 3402 (formerly SAS 70 Type II)

SOC 2

FIMSA, DIACAP, & FedRAMP

PCI DSS Level 1

ISO 27001

ITAR

FIPS 140-2



Data Security



Physical & Environmental Security

Surfmerchants resides in AWS's data centers which are state of the art, utilizing innovative architectural and engineering approaches. Amazon has many years of experience in designing, constructing, and operating large-scale data centers. This experience has been applied to the AWS platform and infrastructure. AWS data centers are housed in nondescript facilities. Physical access is strictly controlled both at the perimeter and at building ingress points by professional security staff utilizing video surveillance, intrusion detection systems, and other electronic means. Authorized staff must pass two-factor authentication a minimum of two times to access data center floors. All visitors and contractors are required to present identification and are signed in and continually escorted by authorized staff.

Access to data center and application resources is restricted only to employees and contractors who have a legitimate business need for such privileges. When an employee no longer has a business need for these privileges, his or her access is immediately revoked. Access to all Surfmerchants computing resources and application services is logged and audited routinely.

Fire Detection & Suppression

Automatic fire detection and suppression equipment has been installed to reduce risk. The fire detection system utilizes smoke detection sensors in all data center environments, mechanical and electrical infrastructure spaces, chiller rooms and generator equipment rooms. These areas are protected by either wetpipe, double-interlocked pre-action, or gaseous sprinkler systems.

Power

The data center electrical power systems are designed to be fully redundant and maintainable without impact to operations, 24 hours a day, and seven days a week. Uninterruptible Power Supply (UPS) units provide backup power in the event of an electrical failure for critical and essential loads in the facility. Data centers use generators to provide back-up power for the entire facility.

Climate & Temperature

Climate control is required to maintain a constant operating temperature for servers and other hardware, which prevents overheating and reduces the possibility of service outages. Data centers are conditioned to maintain atmospheric conditions at optimal levels. Personnel and systems monitor and control temperature and humidity at appropriate levels.



Data Security



Management

AWS monitors electrical, mechanical, and life support systems and equipment so that any issues are immediately identified. Preventative maintenance is performed to maintain the continued operability of equipment.

Storage Device Decommissioning

When a storage device has reached the end of its useful life, Surfmerchants policy includes a decommissioning process that is designed to prevent customer data from being exposed to unauthorized individuals. AWS uses the techniques detailed in DoD 5220.22-M (“National Industrial Security Program Operating Manual”) or NIST 800-88 (“Guidelines for Media Sanitization”) to destroy data as part of the decommissioning process. All decommissioned magnetic storage devices are degaussed and physically destroyed in accordance with industry-standard practices.

Availability & Fault-Tolerant Design

Amazon’s infrastructure has a high level of availability and provides Surfmerchants with the ability to deploy a resilient IT architecture. Surfmerchants has designed its systems to tolerate system or hardware failures with minimal customer impact.

Data centers are built in clusters in various global regions. All data centers are online and serving customers; no data center is “cold.” In case of failure, automated processes move customer data traffic away from the affected area. Core applications are deployed in an N+1 configuration, so that in the event of a data center failure, there is sufficient capacity to enable traffic to be load-balanced to the remaining sites.

AWS provides Surfmerchants with the flexibility to place instances and store data within multiple geographic regions as well as across multiple availability zones within each region. Each availability zone is designed as an independent failure zone. This means that availability zones are physically separated within a typical metropolitan region and are located in lower risk flood plains (specific flood zone categorization varies by Region). In addition to discrete uninterruptible power supply (UPS) and onsite backup generation facilities, they are each fed via different grids from independent utilities to further reduce single points of failure. Availability zones are all redundantly connected to multiple tier-1 transit providers.

Surfmerchants architects its AWS usage to take advantage of multiple regions and availability zones. Distributing applications across multiple availability zones provides the ability to remain resilient in the face of most failure modes, including natural disasters or system failures.



Data Security



Network Security

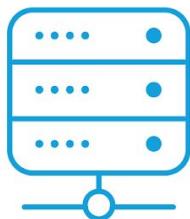
Surfmerchants' network, through AWS, has been designed to provide a high level of security and resiliency appropriate for our workload. Enabling us to build geographically dispersed, fault-tolerant web architectures with AWS resources.

Secure Network Architecture

Network devices, including firewall and other boundary devices, are in place to monitor and control communications at the external boundary of the network and at key internal boundaries within the network. These boundary devices employ rule sets, access control lists (ACL), and configurations to enforce the flow of information to specific information system services.

ACLs, or traffic flow policies, are established on each managed interface, which manage and enforce the flow of traffic. ACL policies are approved by Amazon Information Security. These policies are automatically pushed using AWS's ACL-Manage tool, to help ensure these managed interfaces enforce the most up-to-date ACLs.

Network & Server Security



Surfmerchants AWS infrastructure utilizes a wide variety of automated monitoring systems to provide a high level of service performance and availability. Surfmerchants and AWS monitoring tools are designed to detect unusual or unauthorized activities and conditions at ingress and egress communication points. These tools monitor server and network usage, port scanning activities, application usage, and unauthorized intrusion attempts. The tools have the ability to set custom performance metrics thresholds for unusual activity.

Surfmerchants systems within AWS are extensively designed and instrumented to monitor key operational metrics. Alarms are configured to automatically notify operations and management personnel when early warning thresholds are crossed on key operational metrics. An on-call schedule is used so personnel are always available to respond to operational issues. This includes a pager system so alarms are quickly and reliably communicated to operations personnel.

Documentation is maintained to aid and inform operations personnel in handling incidents or issues. If the resolution of an issue requires collaboration, a conferencing system is used which supports communication and logging capabilities. Trained call leaders facilitate communication and progress during the handling of operational issues that require collaboration. Post-mortems are convened



Data Security



Network & Server Security Continued

Packet Sniffing By Other Tenants

It is not possible for a virtual instance running in promiscuous mode to receive or “sniff” traffic that is intended for a different virtual instance. While you can place your interfaces into promiscuous mode, the hypervisor will not deliver any traffic to them that is not addressed to them. Even two virtual instances that are owned by the same customer located on the same physical host cannot listen to each other’s traffic. Attacks such as ARP cache poisoning do not work within Amazon EC2 and Amazon VPC. While Amazon EC2 does provide ample protection against one customer inadvertently or maliciously attempting to view another’s data, as a standard practice you should encrypt sensitive traffic. In addition to monitoring, regular vulnerability scans are performed on the host operating system, web application, and databases in the Surfmerchants environment using a variety of tools.

Firewall

Surfmerchants AWS infrastructure also provides a complete firewall solution; this mandatory firewall is configured in a default deny mode. The traffic may be restricted by protocol, by service port, as well as by source IP address (individual IP or Classless Inter-Domain Routing (CIDR) block). In addition, all Servers have Host Based firewall protection, acting as another security tier.



Data Security

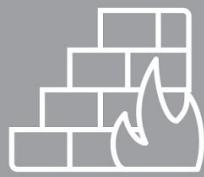


FURTHER SAFEGUARDS

These things are in addition to what AWS Provides:



EBS Redundant RAID storage structure.



Front end and local system firewalls protect against unauthorized entry.

Load balancing is used to increase the capacity of our front-end web servers beyond that of a single server. It can also allow the service to continue even in the face of server downtime due to server failure or server maintenance.

Enterprise class system and network monitoring. This allows for both for the instant alerting to our systems support personnel in the event of an emergency, as well providing historical data for trending, security analysis, and capacity planning.



All pertinent security alerts monitored, analyzed and distributed to the appropriate personal via email and SMS.

Audit trails on all critical systems secured in a way that they cannot be tampered with and audit trails include a record of individual or process ID, date, time, function performed and resource accessed.



All application data stored on hardened installation of operating systems, which are firewall, monitored and limited access controlled in addition to binary validation running real-time.

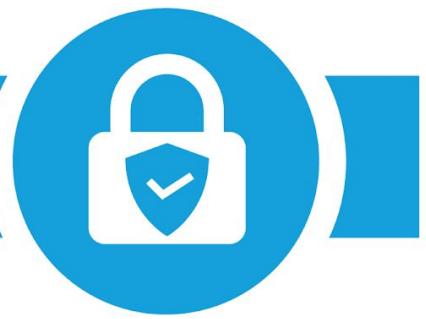
Web application, systems and network security tests are run against all code before being put into production and well as monthly during the year. Also penetration and vulnerability assessments testing are performed on all internal and external network systems on a monthly basis.

Nightly Database Backups & Snapshots, stored offsite.

Database Replication and Redundancy - ensuring no loss of data.



Data Security



AWS Service-Specific Security

Not only is security built into every layer of the Surfmerchants AWS infrastructure, but also into each of the services available on that infrastructure. Surfmerchants' applications and services are architected to work efficiently and securely with all AWS networks and platforms. Each service provides extensive security features to enable you to protect sensitive data and applications.

Amazon Elastic Compute Cloud (Amazon EC2)

Elastic Compute Cloud (EC2) is Amazon's Infrastructure as a Service (IaaS), which provides Surfmerchants with resizable on-demand computing capacity using server instances in AWS's data centers. This enables Surfmerchants to obtain and configure capacity with minimal friction.

Multiple Levels Of Security

Security within Amazon EC2 is provided on multiple levels: the operating system (OS) of the host platform, the virtual instance OS or guest OS, a firewall, and signed API calls. Each of these items builds on the capabilities of the others. This prevents data within Surfmerchants' AWS infrastructure from being intercepted by unauthorized systems or users and provides Surfmerchants' computing resources that are as secure as possible without sacrificing the flexibility in configuration and availability.

Elastic Block Storage Security (Amazon EBS)

Data stored in Amazon EBS is redundantly stored in multiple physical locations as part of normal operation of those services and at no additional charge. However, Amazon EBS replication is stored within the same availability zone, not across multiple zones; therefore, Surfmerchants conducts regular snapshots to Amazon S3 for long-term data durability.

When an EBS storage device has reached the end of its useful life, Surfmerchants policy includes a decommissioning process that is designed to prevent customer data from being exposed to unauthorized individuals. AWS uses the techniques detailed in DoD 5220.22-M ("National Industrial Security Program Operating Manual") or NIST 800-88 ("Guidelines for Media Sanitization") to destroy data as part of the decommissioning process. All decommissioned magnetic storage devices are degaussed and physically destroyed in accordance with industry-standard practices.

Amazon Simple Storage Service Security (Media A/V Distribution)

Amazon Simple Storage Service (Amazon S3) allows Surfmerchants to upload and retrieve data at any time, from anywhere on the web. Amazon S3 stores data as objects within buckets. An object can be any kind of file: a text file, a photo, a video, etc.



Data Security



Data Transfer

For maximum security, Surfmerchants securely uploads/downloads data to Amazon S3 via SSL encrypted endpoints. The encrypted endpoints are accessible globally, so that data is transferred securely both within AWS and to and from sources outside of AWS.

Data Storage

Amazon S3 provides multiple options for protecting data at rest. Amazon S3 uses one of the strongest block ciphers available - 256-bit Advanced Encryption Standard (AES-256). With Amazon S3, every protected object is encrypted.

Data Durability & Reliability

Surfmerchants use of Amazon S3 is designed to provide 99.99999999% durability and 99.99% availability of objects over a given year. Objects are redundantly stored on multiple devices across multiple facilities in an Amazon S3 region. Once stored, Amazon S3 helps maintain the durability of the objects by quickly detecting and repairing any lost redundancy. Amazon S3 also regularly verifies the integrity of data stored using checksums. If corruption is detected, it is repaired using redundant data. In addition, Amazon S3 calculates checksums on all network traffic to detect corruption of data packets when storing or retrieving data.

Amazon S3 provides Surfmerchants further protection via Versioning. With Versioning, you can easily recover from both unintended user actions and application failures.

Amazon CloudFront Security (Media A/V Distribution)

Surfmerchants' Amazon CloudFront provides an easy way to distribute content with low latency and high data transfer speeds. It delivers dynamic, static, and streaming content using a global network of edge locations. Requests for objects are automatically routed to the nearest edge location, so content is delivered with the best possible performance.

Amazon Cloudfront provides transfer content over an encrypted connection (HTTPS) to authenticate the content delivered.



Data Security



AWS Compliance

AWS Compliance enables our customers to understand the robust controls in place at AWS to maintain security and data protection. Because you're building systems on top of the AWS cloud infrastructure, the compliance responsibilities will be shared: AWS Compliance provides assurance related to the underlying infrastructure and your organization owns the compliance initiatives related to anything placed on the AWS infrastructure. The information provided by AWS Compliance helps you to understand our compliance posture and to assess your organization's compliance with your industry and/or government requirements.

AWS Assurance Programs

The AWS cloud infrastructure has been designed and managed in alignment with regulations, standards, and best-practices including:

HIPAA

SOC 1/SSAE 16/ISAE 3402 (formerly SAS70)

SOC 2

SOC 3

PCI DSS Level 1

ISO 27001

FedRAMP (SM)

DIACAP & FIMSA

ITAR

FIPS 140-2

CSA

MPAA





References

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Project Schedule with Milestones

The timeline below provides a general idea of project implementation

Reality Based Group™ handles all of the heavy lifting, leaning on years of experience and best practices.

Activity	Dates
1.0 Proposal Submittal	3.31.2020
2.0 Demonstration Shop Delivery to Panda	4.7.2020
2.1 In-house Video Editing and Production	4.9.2020
2.1 In-house Shop Scoring and Delivery	4.10.2020
3.0 Kickoff Meeting	4.17.2020
4.1 Scorecard Design, Dashboard & Reporting Design	4.17.2020 – 4.24.2020
4.2 Shopper Route Design and Pilot Scheduling	4.17.2020 – 4.24.2020
5.0 1st Round Of Shops	5.1.2020 – 5.31.2020
5.1 Weekly Status Check Meetings	5.1.2020 – 5.31.2020
5.2 Month 1 Review Meeting	5.31.2020
6.0 Panda Stakeholder Quarterly Review Meeting	6.1.2020
7.0 Panda Stakeholder Quarterly Review Meeting	9.1.2020
8.0 Panda Stakeholder Quarterly Review Meeting	12.1.2020
9.0 Panda Stakeholder Quarterly Review Meeting	3.1.2020



International Pricing

*Prices include a \$9 reimbursement

Locations	Description	# of Locations	Unit Price	Total
Canada	Dine In/Store Readiness Assessment	10	\$49.00 USD	\$6,370.00 USD
Guatemala	Dine In/Store Readiness Assessment	17	\$55.00 USD	\$12,155.00 USD
EI Salvador	Dine In/Store Readiness Assessment	5	\$48.00 USD	\$3,120.00 USD
Mexico	Dine In/Store Readiness Assessment	27	\$49.00 USD	\$17,199.00 USD
Russia	Dine In/Store Readiness Assessment	5	\$62.00 USD	\$4,030.00 USD
Saudi Arabia	Dine In/Store Readiness Assessment	1	\$48.00 USD	\$624.00 USD
Dubai	Dine In/Store Readiness Assessment	1	\$53.00 USD	\$689.00 USD
Japan	Dine In/Store Readiness Assessment	8	\$87.00 USD	\$9,048.00 USD
South Korea	Dine In/Store Readiness Assessment	1	\$81.00 USD	\$1,053.00 USD
Philippines	Dine In/Store Readiness Assessment	1	\$87.00 USD	\$1,131.00 USD
Aruba	Dine In/Store Readiness Assessment	1	\$62.00 USD	\$806.00 USD
AUE	Dine In/Store Readiness Assessment	3	\$53.00 USD	\$2,067.00 USD
One Time Set Up Fee				\$3,900.00 USD
Estimated Program Total				\$62,192.00 USD

Recommended Program



Domestic Pricing

*Prices include a \$9 reimbursement

RBG is recommending 10 GameFilm® evaluations at each location by combining the drive thru and dine-in experience into one shop. For the remaining 3 periods of the year, location will receive preselected videos from other regions that contain great strengths and opportunities to learn and train to.

GameFilm® Video Evaluations

Locations	Description	Unit Price	Total
2,089	10 Period Video Dine-In/Drive-Thru Evaluations	\$128.00	\$2,560,000.00 USD
764	Video Online Order/Pickup (6x/year)	\$120.00	\$547,788.00 USD
764	Written Online Order/Pickup (6x/year)	\$21.00	\$96,264.00 USD
2,000+	Written Store Readiness Assessment	\$23.00	\$138,000.00 USD
One Time Management Fee <small>*Includes admin support, scorecard creation, company reporting setup, mystery shop guidelines, and program implementation</small>			\$14,995.00 USD
Estimated Program Total			



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

A handwritten signature in white ink that reads "Brian Rothschild".

The logo for RBG Reality Based Group. It features the letters "RBG" in a large, bold, dark gray sans-serif font. Below "RBG" is the text "Reality Based Group" in a smaller, dark gray sans-serif font. A blue curved swoosh graphic starts from behind the "R" and extends down to the "G". A small "TM" symbol is located at the bottom right of the "G".

Evolving Customer Experience.

**Brian Rothschild,
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