



We started video-based mystery shopping –and we’ve only gotten better at it since.

Just as high-level athletes use game film to improve their performance, your customer service can benefit from a similar approach. Because seriously, is there a better way to grade your employees' performance than to watch it yourself? We certainly don't think so, and that's why we offer GameFilm®, the original video-based mystery shopping solution.

Featured on media outlets such as The New York Times and Good Morning America, the debut of GameFilm® represented a true milestone in mystery shopping history. It changed the “game,” so-to-speak, and it continues to do so today.

Watch the Action Unfold

Working with your team, Reality Based Group will create a scorecard based on your customer service objectives. This scorecard serves as the baseline for what's measured on every film and throughout the organization. GameFilm® videos are available through streaming, and supported by full reporting capabilities from your online dashboard. See how your employees improve over time, and make adjustments that drive revenue.

The GameFilm® process is a start-to-finish training program. Our video scouts are highly-trained professionals, not independent contractors, and their goal is to equip you with the highest quality film possible. Along with the film, you will receive customized playbooks on how to consistently coach to the film, online access at every level to view your film, and reporting statistics to measure results. It truly is the number one training tool in the world. Results are delivered on the same online dashboard as your other Reality Based products.

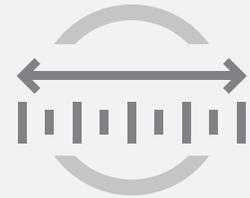
GameFilm® Features

- GameFilm® reality-based training films
- Customized scorecard
- Customized playbooks on how to coach and train with GameFilm®
- Online dashboard and scoreboard for reporting and trending
- Full support from Reality Based Group to ensure success of the program

Results speak louder than words.

We could go on and on about the benefits of a training program like GameFilm®, but at this point, it might be best to let the results do the talking. Check out our case studies to learn how the most important training tool on the planet has helped companies just like yours grow by thousands—and in some cases, millions—of dollars.

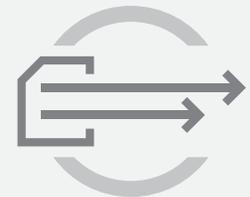
RBG PROCESS



1. Measure



2. Analyze



3. Deploy



4. Results