

# + Mystery Shopping +

## Some folks call it mystery shopping. We call it Mystery Shopping +, and it's just another way we're Evolving Customer Experience.

Our experience fine-tuning the GameFilm® process has equipped us with the tools to innovate in other areas of mystery shopping. This practice has made us experts in what's objective, quantifiable and trainable in any portion of a customer interaction. We use this expertise to create the best scorecards in the business, designed to deliver real, actionable data.

### **A Higher Standard of Mystery Shopping**

Not all evaluators are equal. As founding members of the Mystery Shopping Providers Association, Reality Based Group has access to all gold- and silver-certified evaluators worldwide. This select group of evaluators has undergone classroom and web-based training to understand what it means to be a truly reactive, observant customer. This higher standard of mystery shopper ultimately returns a higher caliber of data upon which to make important customer service decisions. In addition, Reality Based Group features a database of over 280,000 written evaluators, the largest database in the nation.

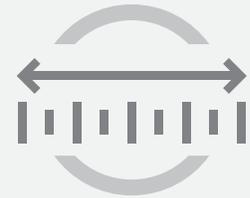
### **Better Shoppers, Better Training**

Not only are our mystery shoppers superior, but so too is the way we train them. In addition to standard written guidelines provided by all other mystery shopping agencies, Reality Based Group also offers audio and video guidelines to our evaluators. This process better prepares the visitors for their experience and strengthens their ability to offer real, objective, actionable data.

### **Demographic Filtering**

Given the size of our database, we can provide a variety of demographic filtering processes (age, ethnicity, marital status, etc.). If you have a specific location that has a clientele comprised of specific demographic sub clusters, we are able to match our mystery shopping demographics to those of your clientele, providing an evaluator profile most closely resembling your current customer base.

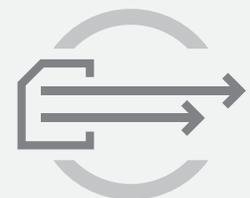
### RBG PROCESS



1. Measure



2. Analyze



3. Deploy



4. Results

# Mystery Shopping

## **Photo DNA Matching**

Evaluation verification images (receipts, business cards, etc.) are automatically reviewed by our system for similarity to any other image in the database, utilizing millions of images of millions of mystery shopping evaluations conducted across the globe from a number of other providers. Similar images are flagged, starting a review of the entire evaluation for integrity purposes. This process ensures that our evaluators are completing the evaluations and uploading legitimate verification of completion.

## **Evaluator IRS Social Security Number Validation**

This practice protects the integrity of your data, ensuring evaluators completing evaluations are who they say they are and preventing unscrupulous individuals from having more than one mystery shopping account.

## **Evaluator Rotation/Lockout**

The process allows us to keep the “mystery” in Mystery Shopping Plus. An evaluator that is known by your associates as such will always receive stellar service. Evaluator Rotation and Lockout allows Reality Based Group to limit the frequency which an evaluator can visit any of your locations, as well as designate specific time frames in which they are allowed to evaluate your locations.

## **Team of Over 50 In-House Editors**

Reality Based Group maintains a staff of over 50 editors whose sole job function is to review each completed mystery shopping evaluation for quality prior to delivery to our clients. This team reviews evaluations for consistency, legitimacy, and performs proofreading functions, ensuring that your delivered data reflects Reality Based Group's commitment to actionable insights.

## **MYSTERY SHOPPING PLUS STEPS**

### **1. Survey Review and Online Dashboard Setup**

*Timeframe: 7-10 business days*

### **2. Evaluator Testing, Matching, and Training**

*Timeframe: 7-10 business days*

### **3. Completing the Evaluations**

*Timeframe: Evaluations are delivered 24-48 hours after they are completed*

### **4. Quality Assurance and Evaluation Delivery**

*Timeframe: 24-48 hours after evaluations are complete*

## **DASHBOARD FEATURES**

- **24/7 Accessibility**
- **Real-time Notification**
- **Tiered Access**
- **Question Versioning by Location**
- **Customized Reporting**
- **Automated and Supervised Quality Assurance and Fraud Protection**