

? Real Feedback™

The most powerful customer feedback survey on Planet Earth.

In business, perception is reality, and that's never been more true than with today's connected and empowered consumer. Real Feedback is our evolution of the customer survey, and it can shed light on how your business is perceived, both by its customers and its employees.

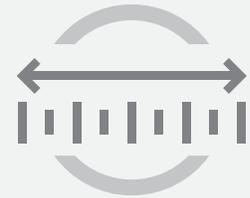
Studying accurate customer feedback allows you to retain, delight, and improve your customers' experience or to determine the reasons for defection. For two decades, Reality Based Group has been delivering Real Feedback surveys over the phone or on the web. These surveys can be deployed via receipt, email, or direct mail.

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 questions Real Feedback can answer.

Like most other RBG Solutions, these staple features are included with Real Feedback:

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

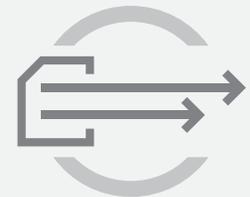
RBG PROCESS



1. Measure



2. Analyze



3. Deploy



4. Results

Real Feedback™

Integrated Manager Action Plan/Coaching Review

While mystery shopping evaluations and customer surveys are the best tools for measuring frontline accountability, few mystery shopping companies extend these tools to your management teams. However, with Reality Based Group's Manager Action Plan, you now have the ability to utilize these resources as a management accountability tool. Action items from each shop or survey can be forwarded within our system to any manager within your hierarchy. Within the integrated dashboard, managers can review their action plans and timelines, then document the steps they took to improve associate performance or replicate a success, allowing for complete transparency across any aspect of your organization.

When it comes to customer surveys, subjective data is good!

The core strength of customer satisfaction surveys is to determine how operations impact and influence a customer's impression of a brand. Unlike the objective, actionable focus of Mystery Shopping Plus or GameFilm®, the objective of customer surveys is to collect subjective data. Objectivity is not a strength of customer surveys, given the numerous factors that can contribute to factual inaccuracy (delay between experience and survey completion, incorrect experience recollection, motivation of survey-taker, etc). From a strategic perspective, customer survey questions can provide indicators as to which operational practices most influence customer impression and loyalty and where opportunities for improvement lie within those practices.

DASHBOARD FEATURES

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- **Real-time Notification**
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