



Evolving Customer Experience.





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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 Raising Cane's Team,

Reality Based Group™ (RBG) is excited to present a program to help improve your customer experience. If now is the time to improve the mystery shop program, RBG is ready to deliver. This proposal presents our approach, schedule, team and qualifications to provide the services Raising Cane's has requested.

Approach

During our discussions and previous work together over the years, we know that customer experience is a top priority and differentiator for Raising Cane's as the company continues to grow. The current program has opportunities for improvement with respect to data accuracy and the ability to take action on identified opportunities. RBG has the solutions to enhance and augment the current program to make a more robust solution.

RBG Solutions

Reality Based Group™ (RBG) has multiple solutions to deploy to help identify opportunities and take action. These solutions are outlined in the following pages.

Timeline: 2020-2021

This proposal is geared toward the assumption that any program will start in 2021 with the onboarding and design potentially beginning in late 2020.



What We've Learned About Raising Cane's

Opportunity #1

Data Accuracy: We know there is an opportunity to collect more accurate data, leading to better identification of opportunities. Once identified, more action can be taken in the form of coaching. Video also allows the capture of hard to measure items, such as genuine friendliness, energy, and crew member hygiene. Video will also very quickly ID any COVID related and/or safety issues.

From our previous study with you, we found that some revenue driving behaviors were off by as much as 10-15% from current program data.

Opportunity #2

ROI Improvement on Current Budget: By using a tool that captures more accurate data, Raising Cane's can be confident the dollars invested toward customer experience and employee/customer safety are going further. When the scores start to improve and the behaviors on film can be seen improving, you can know that the program is working; full transparency into results.

Opportunity #3

Training To Best Practices: By utilizing more film, Raising Cane's can build a coaching and training library for a wide variety of applications. Use cases include incoming hire courses, company or regional meetings, supplemental online learning systems, and to spot areas of concern.



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



Client Success



Select Clients

RBG Partners With Over 200 Top Brands

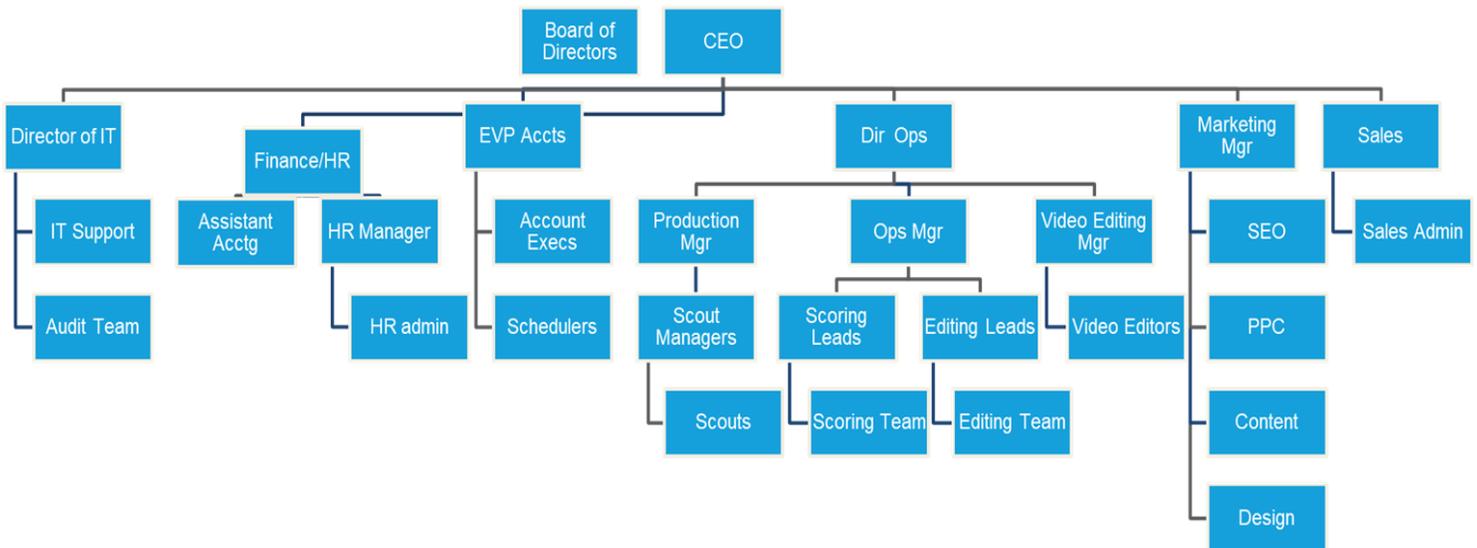




RBG Culture

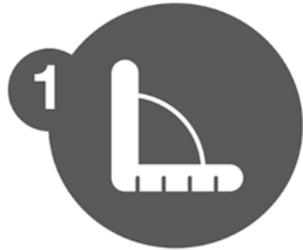
RBGs culture is built around our Mission, Vision, and Core Values. Our values drive our decision making process and guide how we conduct business. We operationalize these values through several programs, including our Monthly Celebrations and our On The Spot program, where any team member can ‘spot’ 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 outlays our corporate structure.

The RBG Difference



Design

Unique Programs,
Tailored Scorecards



Evaluate

Measurable,
Actionable Data



Report

Customizable &
Accessible 24/7



Coach

Specialized
Improvement Plan

Get A 360° View of How Your Customer's See Your Business.

Our unique and tailored process is perfect for understanding every aspect of your business. We work with you to deliver results that drive your business.

RBG Solutions

Mystery Shopping



MysteryShopping+™

Written Mystery Shopping



RealCalls™

Phone Mystery Shopping



GameFilm®

Video Mystery Shopping



WebShops™

Online Mystery Shopping



InstaShops

On-Demand Mystery Shopping

Audits & Surveys



RealCheck™

Competitive Pricing Intelligence



RealAudits™

Mobile Data Collection



RealFeedback™

Customizable Surveys

Coaching & Training



InTheHuddle™

Video Training



CoachMe®

In Person Team Training

RealResults™ Included With Every Solution



Your Recommended Solutions



Mystery Shops **RBG Solution: MysteryShopping+™**

This tailored solution is uniquely designed for the specific needs of your business objectives; from the scorecards to the evaluators, each piece of this program is focused on providing you with the data you want in order to get results you need.



Video Evaluations **RBG Solution: GameFilm®**

Strategic hidden-video evaluations deployed at locations to capture trainable footage to increase the frequency of revenue driving behaviors. This proven model of training improves top and bottom line.

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.

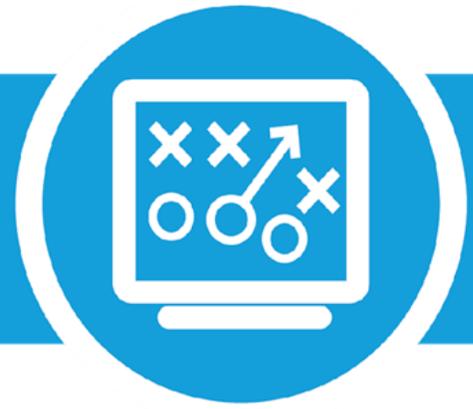
MysteryShopping+™ Features:

- 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



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



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	28.63 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 (x4 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 (x4 question weighting)



BEHIND THE NUMBERS: 12/1/11 - 12/31/11

QUESTION

Did the sales associate attempt to compliment the product of interest with additional items? (adding on to the sale)

HOW WAS THIS ANSWERED?



ENTIRE COMPANY CAN GAIN

+2% on its
OVERALL SCORE
if this question scored 100%

CORRELATED QUESTIONS

WHAT ELSE CAN WE IMPROVE

by improving performance on this question?

These 5 other questions were answered most similarly to this question. Improving one of their scores may help improve the others.

ENTIRE COMPANY CAN GAIN

+13% on its
OVERALL SCORE
if these 6 questions scored 100%

Correlated Questions	Correlation	Question Scores
Did the sales associate attempt to compliment the product of interest with additional items? (adding on to the sale)	--	
Did the Associate invite you to return to the store?	67.40%	
Did the sales associate make a recommendation?	60.60%	
Were you greeted within 30 seconds of entering the location?	48.13%	
Did the sales associate probe for better understanding?	43.47%	
Did the sales associate confirm that he had answered all of your questions?	41.46%	

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!

Your Management Team



Renee DeSantis, Executive Vice President

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 Customer Success

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.



Program Solutions & Investment

Program #1 – Video 1x and Written 2x (Monthly)

Locations	Description	Monthly Price	Total
428	Video 1x and Written 2x Monthly	\$161.50 per month per location	\$69,122.00
One Time Set Up Fee			WAIVED
Yearly Program Total			\$829,464.00

Program #2 – Video 1x and Written 3x (Monthly)

Locations	Description	Monthly Price	Total
428	Video 1x and Written 3x Monthly	\$207.33 per month per location	\$88,737.24
One Time Set Up Fee			WAIVED
Estimated Program Total			\$1,064,846.88



Thank you for the opportunity to submit this proposal, we look forward to next steps.

A white, handwritten signature in cursive script, appearing to read 'Josh Stern', set against the dark grey background.



Evolving Customer Experience.

Josh Stern, CEO

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