

Customer Experience Solution Specially Prepared For



Nick Liakos, Martina Brix & Rachel Lee

BMW Group
300 Chestnut Ridge Road
Woodcliff Lake, NJ 07677
o: 201.307.3879 | o: 201.307.3916 | o: 905.428.5407
e: Nicholas.liakos@bmwna.com
e: Martina.brix@bmwna.com
e: Rachel.lee@bmwgroup.ca



James Moncivais, CX Mgr

o: 512.275.1365 | c: 512.705.0040
e: jmoncivais@realitybasedgroup.com
www.realitybasedgroup.com

August 9, 2017

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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 Team,

Reality Based Group™ (RBG) is excited for the opportunity to present a response to your Request for Proposal to evaluate and select a supplier to provide Mystery Shopping services at Certified BMW Centers, MINI dealers, BMW Motorrad dealers and dealerships of competitive brands across the United States and Canada. This proposal presents our approach, schedule, team and qualifications, to provide the services BMW has requested.

Approach

Time is of the essence for BMW Group. It is our belief that our nearly 25 year history of performing video mystery shops for the automotive industry positions RBG as a uniquely qualified candidate. We are confident that the reality based results we provide will be the continuous improvement diagnostic tool you are looking for to exceed the needs and expectations of your customers. With RBG, you get dedicated, in-house team, that is ready and able to meet your needs.

The scope of this project is complex. It is multi-year, covering five distinct business units (BMW Canada, MINI Canada, BMW NA, MINI NA and Motorrad), incorporating a variety of mystery shopping strategies (video, written, internet and phone) while assessing multiple scenarios (Sales, Aftersales and Service, and Certified Pre-Owned Sales). RBG is the solution you are looking for. Not only are we already a vetted BMW vendor, providing in-person aftersales and service video shops in 2017 and 2018, but we have the capabilities and experience to seamlessly wrap this program around the current one, giving you a complete picture of your operations through 2020 and beyond.

The RBG team we are proposing has the vision to provide the necessary flexibility, responsiveness and dealer engagement creation to make this program a success.

Project Overview



Preparation and Pilot: 2017

The project is scheduled to kick off and get moving quickly. RBG is currently negotiating a master services agreement with BMW for the video mystery shops to begin in 2017. Once that is in place, if RBG is the selected vendor for this opportunity, the upfront contract work will not cause a delay, which is important. Then, the focus from September through pilot commencement in October can be on ensuring all the critical logistics, design, and report customization steps are taken care of.

During the lead up to the pilot we will expand the current program, integrating the new shop locations into the system. We will train you on how to use our system to maximize dealer engagement and drive results. Our project manager will work with you and the internal RBG team to customize your dashboard and reports so that each level of leadership has access to their pertinent information. There are also many different shopper scenarios. We will make recommendations based on our experience and work with your team to finalize the guidelines that our shoppers will follow.

By the time the fourth quarter starts all the system and logistics work will be complete and we will have begun scheduling video shops at each of the 366 BMW location in the U.S. The pilot will allow BMW to get to know our project team and give you the confidence to increase volume as the project starts.

During the pilot, our operations team will train our in house video shoppers, who will then visit each of the 366 BMW NA locations. Those shoppers will return the video footage to our in house video editing team, which will provide a segmented, polished product that your teams can use for training. Before the videos are pushed out to the proper management, they are scored and quality controlled.

Project Overview



Year 1: 2018

Between 2017 and 2018, RBG will meet with BMW to review the pilot program and identify areas of improvement for 2018.

RBG will have a dedicated project team (outlined on the following page) in place led by one single point of contact, to manage the various business units. This is important to the success of the program. Each business unit will be shopped for various scenarios at a cadence suggested by BMW. We've planned for this and outlined it in the timeline.

The project manager will receive shop orders from BMW and MINI to be completed within 30 days (20 days for internet shops). The project manager will work with our Customer Success Managers, experienced schedulers and network of MSPA certified written, phone and internet mystery shoppers to meet the project demands. We have the structure in place and have delivered thousands of written mystery shops across the U.S. and Canada, supplying the entire process of scheduling, performing, quality controlling and delivering valuable data to our clients.

Year 2: 2019

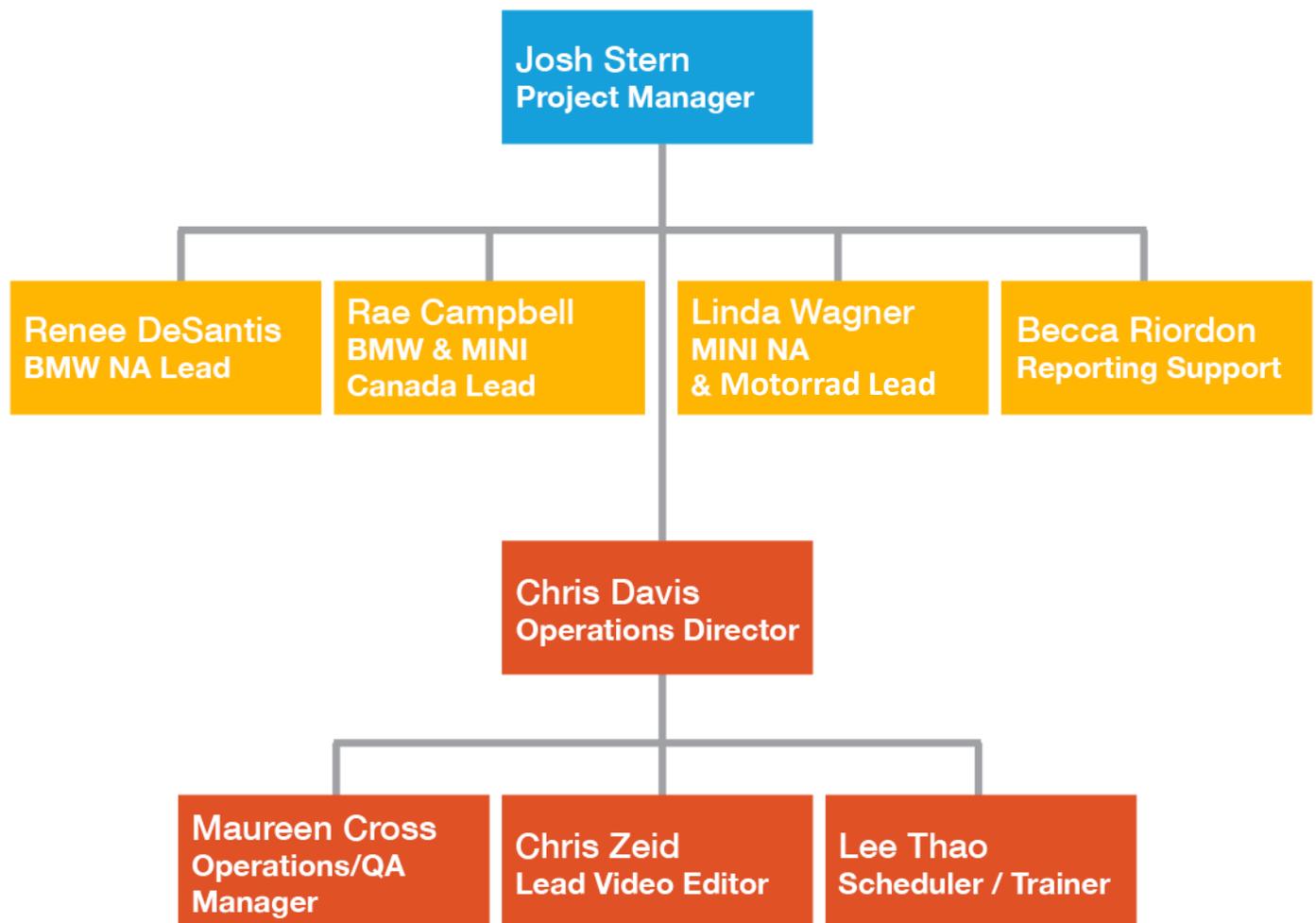
Between 2018 and 2019, RBG will meet with BMW to review the 2018 program and make recommendations based on data delivered and dealership engagement. We will couple this meeting with a review of the aftersales/service shops that we are already performing for BMW. We anticipate that the expansion of the aftersales shops in 2019 may require the purchase of additional vehicles which we will do during this period. We will be able to save BMW money by continuing to use the vehicles for the current program and adding to them.

Account Team Organization



Your Team

In order to ensure the success of this project, we have a team of dedicated managers, led by Josh Stern, your single point of contact for the duration of the project. Josh will be supported by a highly qualified team of Customer Success Managers and our Operations Team. This team is also backed by our in house team of video mystery shoppers and our network of thousands of MSPA certified written shoppers.



Account Management Team



Josh Stern, Chief Executive Officer

Josh will be responsible for overseeing the development and design of your program to ensure maximum result. He will lead the RBG team and ensure that success is aligned with the success of the BMW program stakeholders.



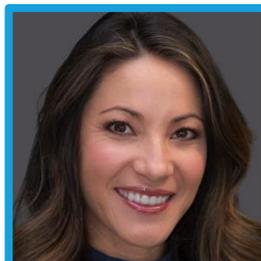
Renee DeSantis, Executive Vice President

Renee will oversee the implementation and development of your online dashboard, scorecards, and reporting. In addition to managing BMW NA, will be responsible for the daily operations of your account, including account support and dashboard training.



Rae Campbell, Customer Success Manager

Rae will manage the BMW Canada and MINI Canada business units.



Linda Wagner, Customer Success Manager

Linda will manage the MINI NA and Motorrad business units.



Becca Riordon, Customer Success Manager

Becca will support Renee, Rae and Linda with reporting customization and back end systems expertise.

Account Management Team



Chris Davis, Director of Operations

Chris will lead the operations team, ensuring that your evaluations are performed accurately and delivered to you on time. He will also work with the video editing and quality assurance teams to deliver reality-based reports in a user-friendly format that you can rely on to improve your operations.



Chris Zeid, Lead Video Editor

Chris will be responsible for video editing of your individual evaluations. His team of video professionals will edit and manage all video footage according to client specific needs, once complete he will send the final product to the scoring team for scoring of the evaluation.



Maureen Cross, Operations and QA Manager

Maureen (Mo) will be responsible for quality assurance of your individual evaluations. Her team will review each completed evaluation to ensure shopper guideline compliance, correct shop execution, and provide proofreading. Each shopper will be rated based on their performance, allowing for the optimization of your evaluator pool.



Lee Thao, Scheduler and Trainer

Lee will be the lead shopper recruiter and scheduler. He will be leveraging RBG's database of employed and independent auditors and select the most qualified auditors to complete evaluations at your locations along the desired evaluation schedule.

Milestones Timeline



The timeline below provides a general idea of project implementation once agreements have been signed. **Reality Based Group™** handles all of the heavy lifting, leaning on years of experience and best practices.

Activity	Dates
1.0 Kick-off Meeting	9.18.2017
2.0 Program Design & Preparation	9.18.2017 – 10.16.2017
2.1 Scorecard, Dashboard & Reporting Design	9.18.2017 – 10.16.2017
3.0 Pilot Evaluation: One Video Shop per BMW Dealer	10.16.2017 – 12.28.2017
4.0 Review Meeting and 2018 Preparation	12.20.2017
5.0 Evaluations 2018	1.3.2018 – 12.27.2018
6.0 Quarterly Review Meetings 2018	4.10.18, 7.10.18, 10.10.18
7.0 Review Meeting and 2019 Preparation	12.20.2018
7.1 Additional Vehicle Purchase	12.1.2018 – 12.31.2018
7.2 Location & Route Finalization	12.1.2018 – 12.31.2018
8.0 Evaluations 2019	1.3.2019 – 12.20.2019
9.0 Quarterly Review Meetings 2019	4.9.2019, 7.9.2019, 10.9.2019
10.0 Project Review Meeting	1.14.2020

- Shops will be completed in accordance with the following Shop Counts schedules.
- The Pilot Evaluations will take place at 366 BMW NA Dealership.
- The BMW Aftersales NA Evaluations will begin in 2019; a continuation of the evaluations being performed by RBG in 2017 and 2018.

Shop Counts: BMW Canada



Activity	2018 & 2019											
	J	F	M	A	M	J	J	A	S	O	N	D
In Person, Metro, Walk in	56			56			56			56		
In Person, Non-Metro A, Walk In	14			14			14			14		
In Person, Non-Metro B, Walk In	7				7				7			
In Person, Metro, Email Source	56			56			56			56		
In Person, Non-Metro A, Email Source	14			14			14			14		
In Person, Non-Metro B, Email Source	7				7				7			
In Person, Metro, Phone Source	28			28			28			28		
In Person, Non-Metro A, Phone Source	14			14			14			14		
In Person, Non-Metro B, Phone Source	7						7					

Shop Counts: MINI Canada



Activity	2018 & 2019											
	J	F	M	A	M	J	J	A	S	O	N	D
In Person, Metro, Walk In	8		8			8			8		8	
In Person, Non-Metro A, Walk In	22			22			22					
In Person, Metro, Email Source	8		8		8		8				8	
In Person, Non-Metro A, Email Source	22			22			22					
In Person, Metro, Phone Source	8			8			8					
In Person, Non-Metro A, Phone Source	22					22						

Shop Counts: BMW NA



Activity	2018 & 2019											
	J	F	M	A	M	J	J	A	S	O	N	D
Sales: Internet with E-mail	732			732			732			732		
Sales: In Person with Video	366				366				366			
Sales: In Person	366				366				366			
Service: Internet Appt. with Video	366 (2019 start)											
Service: Phone Appt. with Video	366 (2019 start)											
CPO: Internet with E-mail	366			366			366			366		
CPO: Phone with Audio	366						366					

Shop Counts: MINI NA



Activity	2018 & 2019											
	J	F	M	A	M	J	J	A	S	O	N	D
Sales: Internet with E-mail	128		128			128			128			128
Sales: In Person with Video			128						128			
Sales: In Person			128						128			
Service: Internet Appt. with Video									128 (2019 start)			
Service: Phone Appt. with Video									128 (2019 start)			
CPO: Internet with E-mail			128						128			
CPO: Phone with Audio			128						128			

Shop Counts: Motorrad



Activity	2018 & 2019											
	J	F	M	A	M	J	J	A	S	O	N	D
Sales: Internet with E-mail	153			153			153			153		
Sales: Phone with Audio	153			153			153			153		
Sales: In Person	153			153			153			153		

Deliverables



Deliverables

The deliverables for this project are the tangible takeaways that BMW will receive. We could tell you that we can deliver everything, but we'd rather show you. What follows is how we've exceeded our customers' expectations while providing each of the deliverables that BMW requires as part of this project.

Audio Recording of Appointment Setting Process.

RBG has been recording appointment setting across various verticals for nearly 25 years. All recordings are housed in our online dashboard that is accessible 24/7. The phone calls will be scored per our collaboration with BWM and reports can be pushed to end-users.

Date of the call:	6/9/2015
Time of call:	12:50 PM
LISTEN TO THE CALL:	
	Call time: 06/09/2015 01:50pm Call length: 2 min 47 sec

Video Recording of Appointment Setting Process via Dealer's Website.

RBG has been delivering online shops for over 20 years. All videos are also housed in our online dashboard that is accessible to all users 24/7. The appointment setting process will also be scored via our collaboration with BMW and reports can also be pushed to end-users.

1 VEHICLE 2 SERVICES & REPAIR 3 APPOINTMENT 4 REVIEW & BOOK

Appointment

Advisor Choose one
Any Advisor

Transportation options No loaners available for services less than 2 hours
 Drop off Shuttle

June 2017

Week of Jun 5th - Jun 11th

Sun 6/5	Tue 6/6	Wed 6/7	Thu 6/8	Fri 6/9	Sat 6/10	Sun 6/11
7:00 AM						
7:30 AM						
8:00 AM						
8:30 AM						
9:00 AM						
9:30 AM						
10:00 AM						
10:30 AM						

SUGGESTED APPOINTMENT
Wed. 6/7 9:00 AM

Deliverables



Raw Video Recording of Service Experience at Each Dealership and Edited Video Recording of Services and Experiences at Each Dealership Including Titling of Each Section, in Snippets, or Audio Recording Only When Applicable.

Our founder and chairman, Joe Woskow, invented video mystery shopping which we registered as **GameFilm®**; we've been completing auto dealer shops since we began operation and it's always been a significant portion of our company. Each video will be recorded by RBG employees and delivered back to RBG HQ so that there is no chance for interception of the videos or for someone to upload it online. The videos are secured at all times by RBG employees. Once delivered in house they are given to our in house editing team that then securely delivers the files to you through our online system. Our editing team reviews the footage for content and produces the final video. Each video contains audio and can be snipped according to the sections needed for each business unit or scenario. The raw video footage for each shop is backed up and kept for a year, which you can have access to at any time.



Deliverables



E-mail Trails of E-mail Communication Involved in Internet Shops or Follow-up to in Person Shops.

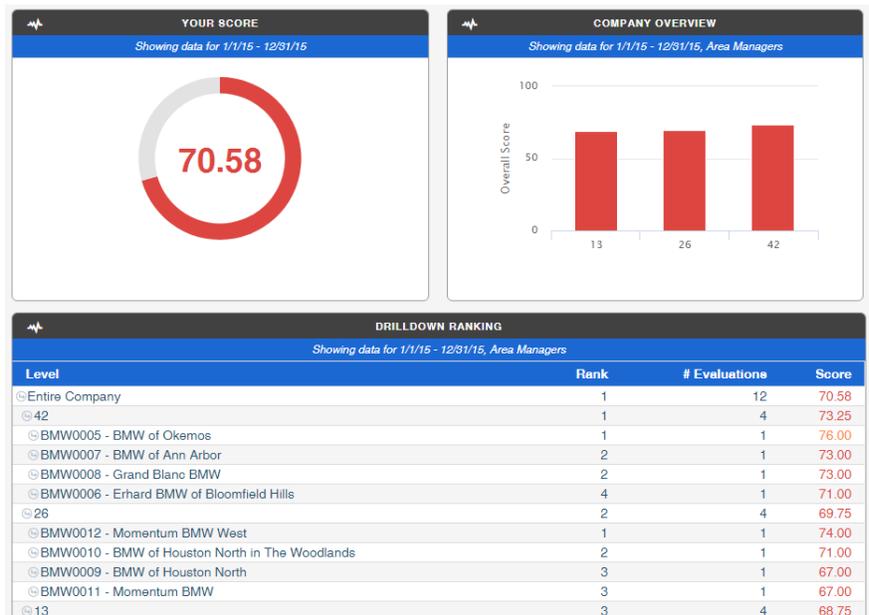
Our reporting system allows our shoppers to upload documents to be reviewed by the client. Frequently our clients request email communication to see how quickly and how professionally the

asf

Upload screen cap of email correspondence.		Upload picture   <input type="checkbox"/> Delete picture
Upload screen cap of email correspondence.		Upload picture

Dealer Level to National Level Reporting Available to Field and Regional Personnel.

Reporting and security are customized to the role. Once an evaluation is finalized, the video and scorecard are released via electronic portal to the appropriate levels for review and coaching. Reporting level customization will be performed prior to evaluations to ensure visibility based on dealership, market,



Deliverables



Questionnaire Outlining Scoring of Service Experience. Should Include a Breakdown of the Service Process and Questions for Scoring in Each Section.

The RBG Project Manager will work with BMW prior to evaluations being performed to design the ideal scorecard based on best practices and your unique needs. The questionnaire can be customized into any critical areas deemed necessary.

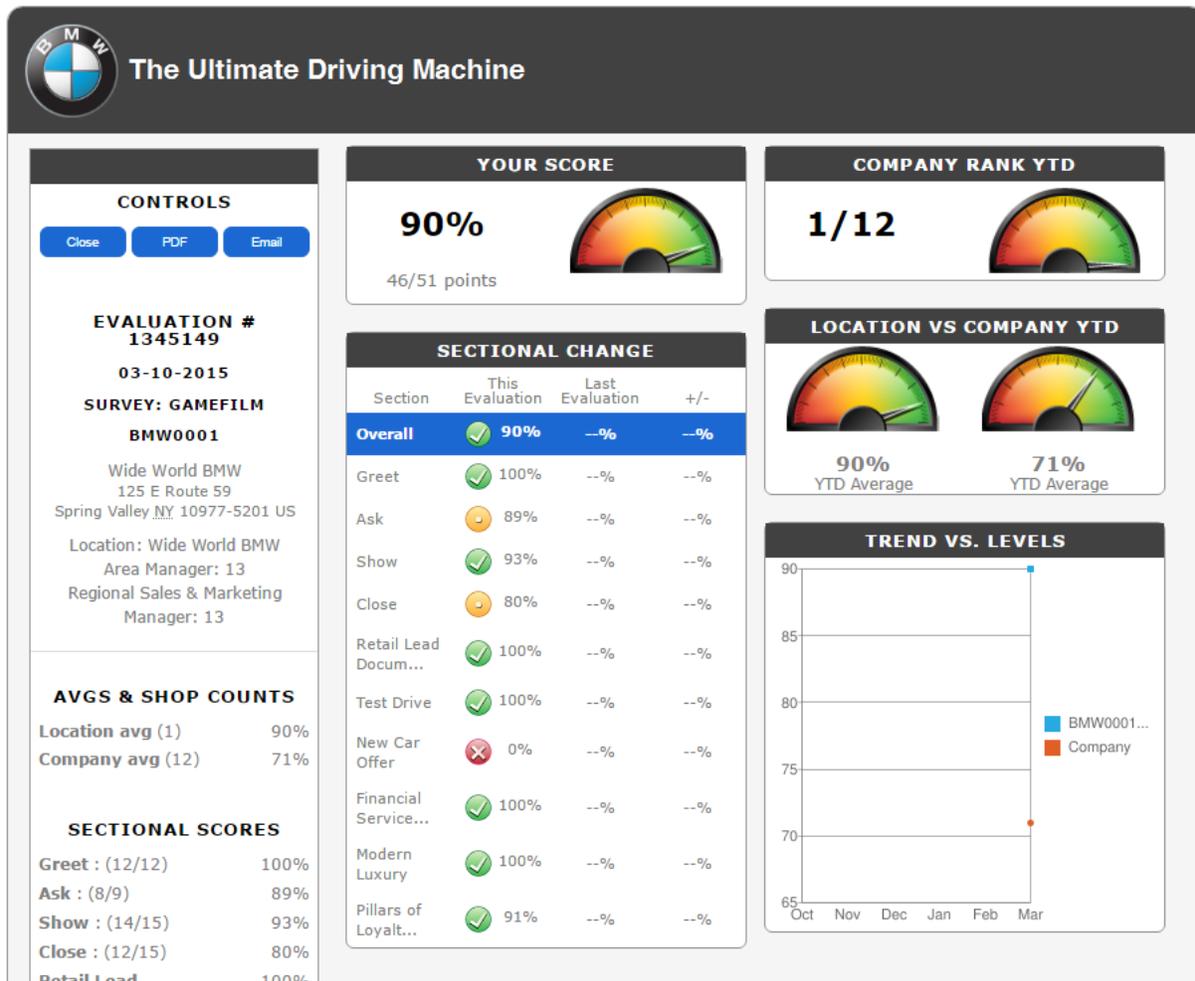
SURVEY SUMMARY		
Showing data for 1/1/15 - 12/31/15		
Question	Breakdown	Question Score ?
Evaluation Information		
Day:	0.00% - Sunday 8.33% - Monday 33.33% - Tuesday 33.33% - Wednesday 25.00% - Thursday 0.00% - Friday 0.00% - Saturday	
Model Evaluated:	58.33% - 3 series 8.33% - 5 series 25.00% - x models 8.33% - Other	
Greet		
Did the dealer staff practice the 10-5 rule when greeting the customer?	83.33% - Yes 16.67% - No	83.33%
Did a dealer staff offer assistance within 2 minutes of the customer entering the building?	83.33% - Yes 16.67% - No	83.33%
Time required to offer assistance:	02:18 min:sec	
Which of the following did the dealer staff do upon greeting the customer?	91.67% - Introduce themselves 91.67% - Offer a handshake 91.67% - Smile 100.00% - Make eye contact 0.00% - None of the above	93.75%
Was the dealer staff standing attentively, smiling, with open body language, and a warm appearance?	91.67% - Yes 8.33% - No	91.67%
At what point did the dealer staff ask for the customer's name?	83.33% - When they greeted the customer 8.33% - At some point after the initial greeting	87.50%

Deliverables



Completed Questionnaire or Score Card of Overall Dealer Performance During the Entire Service Experience.

Each scorecard will provide the appropriate management levels with scores for the location based on the predetermined section breakdown as well as an aggregated, overall dealer performance.



Deliverables



Integration into Salesforce.com and MSM Global Mystery Shopping Questionnaire.

RBG utilizes the Salesforce platform and regularly imports data from our shops into it. Our staff is very familiar with the requirements needed to transfer data quickly and accurately via CSV files. We also have set up automatic data transfers for a handful of large commercial clients that have similar system needs as BMW.

Question by Question Report with Section and Overall Totals by Dealer, Market, Region, or National.

Our scorecard reporting is customized for different levels of leaderships with drill-down ability on a need-to-know basis. Dealers will be able to see how their location is performing and will be able to compare that performance against the peers of your choosing.

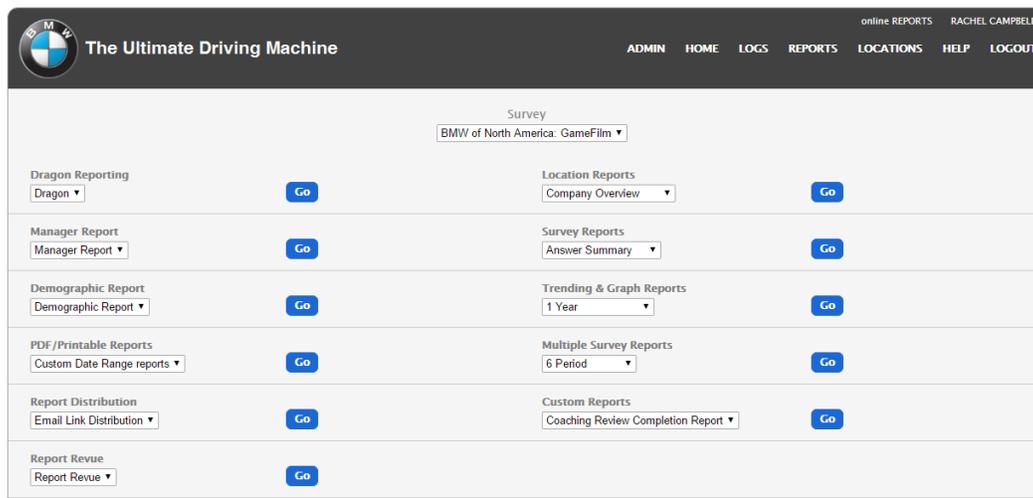
WHO ASKED FOR THE SALE?			
Showing data for 1/1/15 - 12/31/15, Locations			
Question scores for Did the dealer staff ask for the sale?			
Level	Rank	# Evaluations	Question Score
Entire Company	1	12	33.33
ⓈBMW0010 - BMW of Houston North in The Woodlands	1	1	100.00
ⓈBMW0001 - Wide World BMW	1	1	100.00
ⓈBMW0012 - Momentum BMW West	1	1	100.00
ⓈBMW0002 - Prestige BMW	1	1	100.00
ⓈBMW0009 - BMW of Houston North	5	1	0.00
ⓈBMW0011 - Momentum BMW	5	1	0.00
ⓈBMW0008 - Grand Blanc BMW	5	1	0.00
ⓈBMW0006 - Erhard BMW of Bloomfield Hills	5	1	0.00
ⓈBMW0003 - BMW of Westchester	5	1	0.00
ⓈBMW0004 - Park Avenue BMW	5	1	0.00
ⓈBMW0005 - BMW of Okemos	5	1	0.00
ⓈBMW0007 - BMW of Ann Arbor	5	1	0.00

Deliverables



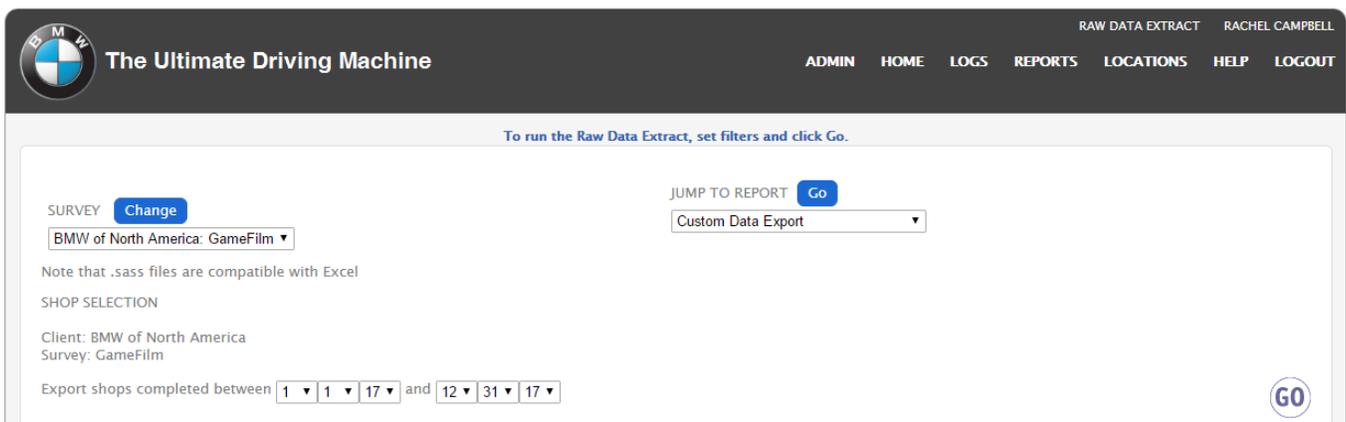
Overall Reporting Should be Available for Each Series of Shops for Trending Analysis.

Overall reporting as well as section or individual question trending analysis is at your fingertips for any reporting level. Your locations will know where they made improvements as they are evaluated with each wave.



Inclusion of Filters for Market and Region etc. for Easy Dissemination of Information for Presentations.

All of your scorecard data is available 24/7 right in our system, with many premade figures ready for presentations. Should you need access to the raw data it is always available as an export to excel, including any filters, making it easy to work with.



Deliverables



Individual Dealership Reports with Overall Pass/Fail and Scoring by Section. Format Should be PDF and Include Link to Video and Audio Where Applicable.

Each dealership will receive a standalone report with color-coded reporting based on score range determined with input from BMW prior to evaluations. Dealers will immediately know which sections they are doing well on (green), which sections they passed, but need to improve (yellow) and which sections they failed (red). In addition, the video that the score is determined from is embedded right in the report making it easy for the dealer to use it to improve their service.

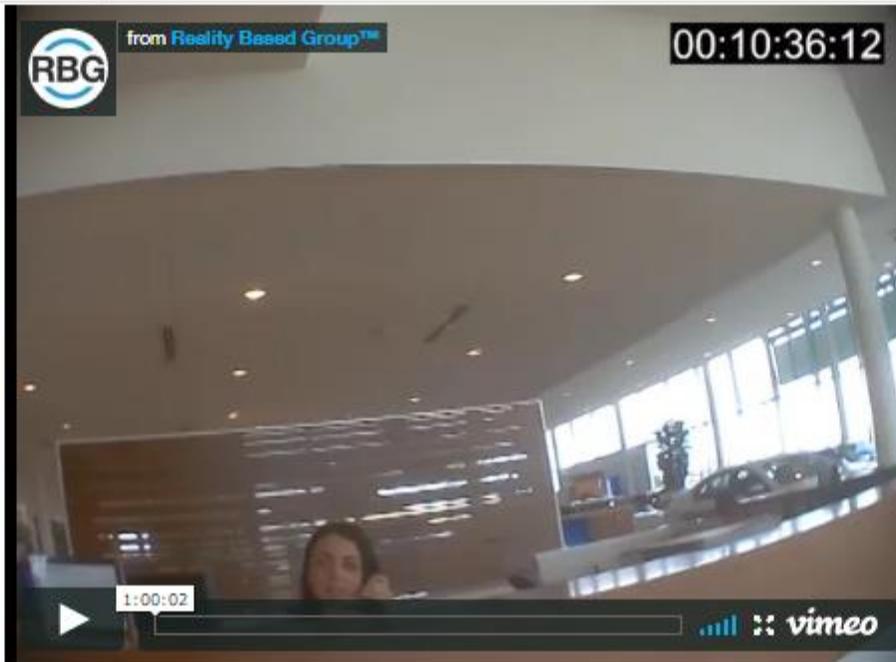
EVALUATION INFORMATION

Primary dealer staff name:

Ron

Enter the name that was used during the visit here:

Justin Faith

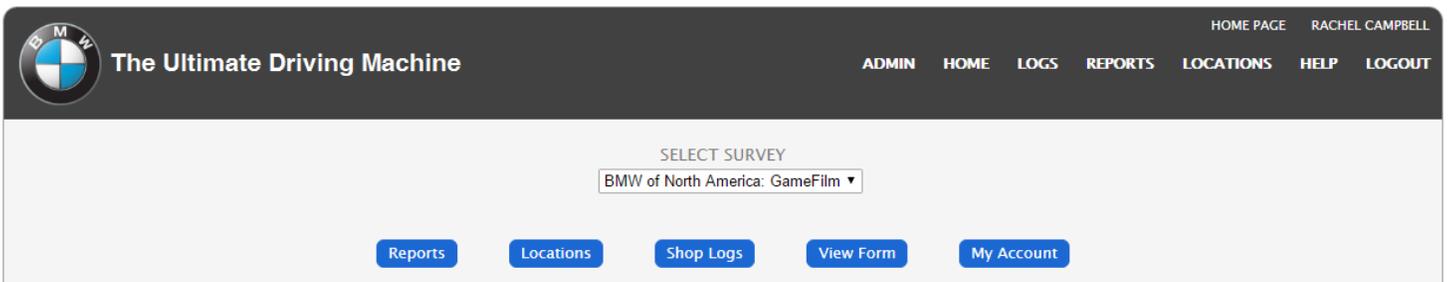


Deliverables



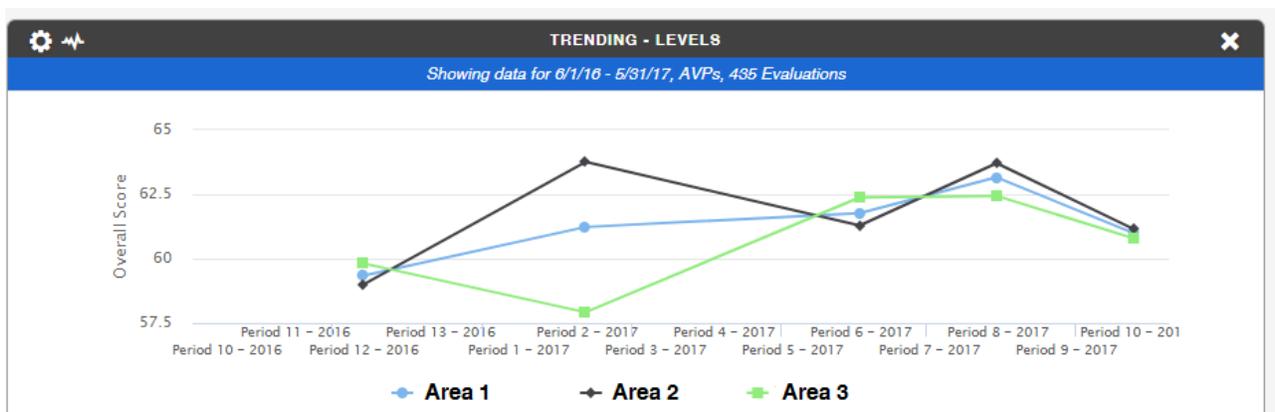
Single Login to Central Website for BMW Field and National Personnel for Access to all Reports. Multiple Concurrent Users Must be Supported. BMW and Retailers Should Have Rights-Controlled Access.

Unique user access is fully customizable with control access granted or denied at any time. There is no limit to the number of users accessing the system at any one time.



Ability to Show Results and Trends by Individual Shop, Dealer, Market, Region Over Time.

Trend reporting is a powerful function of your database. You will be able to see changes in scores over time in both table and chart formats.



Deliverables



All Reports Must be Available to be Downloaded as Excel, PDF, and Word Formats and Then Customizable to Integrate with Other BMW Measurable Scorecards.

BMW will have access to their data at all times during and after project completion. The data is readily exportable into Excel or CSV and can be copied or printed directly from the portal into Word or PDF.

Data Import Dates to MSM as Follows: First Data Import Date: 15th of the Second Month of Each Quarter, Last Import Date: 15th of the Third Month of Each Quarter.

BMW has access to all the data and can pull it for import manually at any time. RBG can also work with BMW to automate the data transfer according to a specific schedule. We have done this for a handful of large commercial clients and can certainly extend this capability to BMW.

Excellence Is No Accident



RBG Process Differentiator

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.



Design

Unique Programs,
Tailored Scorecards

Evaluate

Measurable,
Actionable Data

Report

Customizable &
Accessible 24/7

Coach

Specialized
Improvement Plan

RBG Solutions

Mystery Shopping



MysteryShopping+™
Written Mystery Shopping



GameFilm®
Video Mystery Shopping



RealCalls™
Phone Mystery Shopping



WebShops™
Online Mystery Shopping

Audits



RealCheck™
Competitive Pricing
& Mobile Field Audits

Surveys



RealFeedback™
Customer/Employee
Customizable Surveys

Coaching & Training



In The Huddle™
Video Training Program



CoachMe®
In-Person Team Training



GamePlan®
Field-Level Coaching

Reporting



RealResults™
Automated Data Analysis
Included In Every Solution

World-Class Programs That Generate Measurable Results



Increase
Profit & Revenue



Engage
Customers & Employees



Improve
Customer Loyalty



Increase
Sales Conversions



2,000+ clients



320,000+ shoppers



Joe Woskow, Founder
Josh Stern, CEO
Renee DeSantis, EVP



Invented the video
mystery shop



2 million+ shops performed



Established 1992



Founding member of MSPA



Headquarters in Austin, Texas
www.realitybasedgroup.com
1.877.990.3456

Core Values



Accountability



Teamwork



Empowerment



Winning



Continuous
Improvement

Client Success



Mercedes-Benz





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.



Recorded Telephone Calls RBG Solution: RealCalls™

Comprehensive mystery phone shops uncover the first impression your customers' have. A satisfying telephone call is key to a successful transition to the sale of your products and services.



Online Shops RBG Solution: WebShops™

A solution tailored in developing the right approach and engagement from shoppers when visiting your website to provide your online brand with the real, actionable data you can use to gain the online results you've been looking for.



Reporting RBG Solution: RealResults™

Individual shop or audit reports contain valuable data – for a single snapshot in time. But for the most part, data has no value unless you turn it into a story. Our reporting features allows you to dig deeper and use all of your data points to create that story.



MysteryShopping+™

Written Mystery Shopping

Mystery Shopping+™, More Than A Name

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 scorecards in the business, designed to deliver real, actionable data.

A Higher Standard

Our select group of evaluators have undergone 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, which is used to make important customer service decisions., **Reality Based Group™** has a database, the largest database in the nation of evaluators.

Better Shoppers, Better Training

Including the industry standard guidelines, our customer evaluators are provided customized audio and video guidelines from **Reality Based Group™**. This process better prepares the evaluators “shoppers” for their experience and strengthens their ability to offer real, objective, actionable data.

Demographic Filtering

We can also provide a variety of demographic filtering processes (age, ethnicity, marital status, etc.). specific location that has a clientele comprised of specific demographic sub clusters, we are able to match our mystery shopping demographics to those clientele, providing an evaluator profile most closely resembling your current customer base. More accurate evaluation leads to better results.

MysteryShopping+™ Features:

- Better Shoppers, Better Training
- Demographic Filtering
- Photo DNA Matching
- Evaluator IRS Social Security Number Validation
- Evaluator Rotation/Lockout
- Team of Over 50 In-House Editors



GameFilm®

Video Mystery Shopping

Watch The Action Unfold

GameFilm®, the original video-based mystery shopping solution uses customer experience videos, just as high-level athletes use game film to improve their performance.

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. Today we continue to be game changers in the mystery shopping experience, not satisfied to rest on our last win, we are continuing to improve our performance.

Reality Based Group™ creates a scorecard based on your customer service objectives. Your scorecard serves as a baseline for what's measured on every film and throughout the organization. **GameFilm®** videos are analyzed and available through streaming, and supported by full reporting capabilities from your online dashboard. Review your employees progress and make adjustments that drive revenue.

The **GameFilm®** process includes a start-to-finish training program. With highly trained professional video scouts, not independent contractors, and they equip you with the highest quality film. Additionally, you receive customized playbooks on how to consistently coach to the film, online access to view your film, and reporting statistics to measure results. **GameFilm®** is the number one customer experience training tool in the world.

GameFilm® Features:

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

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.



RealCalls™

Phone Mystery Shopping

Make Your First Impression A Lasting One

Reality Based Group™ realized early on that good, trustworthy customer relations often begins with that initial call a prospective customer makes to a business. Much like a first impression made during a first-time in-person meeting, the image your customer forms of your business frequently starts with a phone call. A satisfying telephone call from your business is the key to the successful sale of your products and services. This is why **Reality Based Group™** created a program that includes highly trained telephone mystery shoppers coupled with advanced recording technology that has continued to help thousands of our clients achieve and maintain that cutting edge over their competition and get the results they've been looking for.

With **RealCalls™** you're not limited, our programs can be set up as either a stand-alone evaluation or in conjunction with an on-site mystery shopping evaluation, providing you with the capability to receive the best data possible in order to build a seamless customer experience for your business. We offer unprecedented customization and creativity in the development of the scripting, approach and engagement from our mystery shoppers so you generate the highest quality and most detailed data to enhance your customer service.

RealCalls™ begin with the proper recruitment of expert evaluators in order to deliver the highest quality telephone mystery shoppers when conducting your company's evaluations. Our quality extends through our design and creation of detailed scorecards that measure the key performance drivers of your business. Evaluations are double checked by our professional editors whose sole function is to check for accuracy in each completed shopping evaluation. This results in more reliable and actionable data for improving your customer service and helping your business acquire the results you've been waiting for.

RealCalls™ Features:

- Robust, Skilled Shopper Database
- Scoring Criteria
- Coaching & Continuous Improvement
- Online Dashboard & Reporting Features



WebShops™

Online Mystery Shopping

Gain Professional Online Insight

You think your website is great and you're more than aware that a lot of long hours went into creating it. And maintaining it. Your website may be the only way for your customers to make a purchase from you or it may simply be a gateway for your customers to learn more about your business and inquire about the services your business provides. But are you aware of what your end user's actual experience is and how that first online experience can affect your website or business' conversion rate?

Get an objective view of your true online experience with the online mystery shopping program we provide at **Reality Based Group™**. By receiving a better understanding of how any visitor would use your website with our expert online mystery shoppers you can know exactly what your site users are thinking when they view your online brand. Our programs offer detailed customization in developing the right approach and engagement from our mystery shoppers when visiting your website in order to provide your online brand with the real, actionable data you can use to making the necessary adjustments you need to gain the online results you've been looking for.

How We Provide Accurate Data

It all starts with recruiting the best online mystery shoppers available to provide your online business with objective evaluations. As one of the founding members of the Mystery Shopping Providers Association, Our quality online mystery shops start with a full and detailed evaluation of not only your website, but also the ease of finding information on your site. Whether you have a chat feature, a contact form, or a different support feature, our mystery shoppers will tell you exactly how you're doing in a way that allows you to make necessary adjustments to improve your results. What was the timeliness of the support offered, how long did it take to receive a response, what was the user experience like... these are all questions tackled by online mystery shoppers that help you get a better idea of where you're succeeding and where you can make result driven improvements.



RealResults™

Automated Data Analysis

The Bridge From Good Data To Good Decisions

One of the primary features of **RBG's** client dashboard is our robust reporting suite: Dragon Reporting. So how does it work? Just **Create**, **Customize**, and **Share** in a few clicks.

*To learn more about how our reporting can help you, go to:
https://www.youtube.com/watch?v=m_rMK8migHo*



**Presents:
Customized Reporting**



RealResults™

Automated Data Analysis

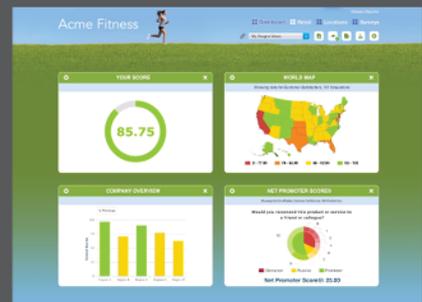
Create

Report views are easy to make. Just choose from the full list of individual mini-reports, drag and drop to place them on your view, and rearrange them as needed. Each report can be customized to suit your unique business needs. We don't stop there. Each user can create a custom view of their data and share it with their teams, or one of our Customer Success Managers can create a custom report, combining your needs and our best practices, that we can then distribute to your entire operation.

Need to pull some quick data to make an immediate decision? Reports can be pulled for any time frame using the global report settings, 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.

Customize

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.





RealResults™

Automated Data Analysis

Share

Individual shop or audit reports can contain valuable data – for a single snapshot in time. But for the most part, data has no value unless you turn it into a story. The reporting features we provide dig deeper and use all of your data points to create that story.

For example, the Flashpoints report provides the story of recent outliers. A location that has scored lower than the company average might need immediate attention. A location that usually performs poorly might have a sudden surge in performance after the quarterly meeting. A question that tracks one of your top ROI-driving behaviors might be scoring lower this month than it has for the past year.

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)



RealResults™

Automated Data Analysis

You can also drill down deeper into your other reports using the EKG – helping you identify your team’s biggest opportunities and where you can focus to get the most improvement. When you share your new customized reports, you can set up Push Reporting – no need to email individual team members. Instead, automate your report to send the most up-to-date actionable data every month. It’s another way Dragon reporting helps 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.



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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

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



**James Moncivais,
CX Manager**

o: 512.275.1365 | c: 512.705.0040
e: jmoncivais@realitybasedgroup.com
www.realitybasedgroup.com

