

Welcome To Our Mystery Shop Program

As a store manager you play a vital role in our customers experience. A cornerstone of measurement and improvement is our mystery shop program. This guide will contain 5 basic components of our program:

General Information/Overview, Why it Works, Reporting, How Shops are Scored, How to Coach the Shops

General Information/Overview

Horizon's partnership with Reality Based Group™ is used to help build our business into becoming a world renowned restaurant and retailer establishment. This Mystery Shop Program is a video tool, that gives our team members the ability to see day to day work behavior and patterns, that can be coached to and recognized in strengthening the team's performance. Horizon's goal in using this tool is to track and measure store readiness and guest service, all while improving the overall guest experience in every location.

1 Watch Your Monthly Video Mystery Shop
Each month, a store will receive a video shop of their location sent directly to their store email.

2 Hold A Coaching Session With Your Team Every Month

Once the video is received, the management team will review the video and hold a game plan coaching session with their entire store team. This session with the store team will cover the successes and new processes that the team will commit to in order to improve any opportunities.



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Why It Works

In today's busy world customers expectations continue to rise. We believe excellent service and engaging our customers will keep them coming back to visit us, instead of someone else.

We also believe this is an excellent tool to coach our team, and work together to deliver excellent service to our customers every day.



Reporting

We've put together a guide to our most actionable reports. www.realitybasedgroup.com/horizoncustomguide.pdf

How The Shops Are Scored

Want to know how the shops are scored? Click below www.realitybasedgroup.com/horizoncalibration.pdf

How To Coach To The Shops

Click below to watch a model Coaching Session www.realitybasedgroup.com/horizoncoaching.html

HORIZON Elevating Horizon's Guest Experience - Video Mystery Shopping Process

Video Mystery Shopping Start To Finish

- 1** The video mystery shopping process is a 4-step, start-to-finish process. In order to qualify to shop Horizon locations, every shopper has been assessed by performance tests and trained in-house by RBG's operations team. Each month, every shopper is routed to detail shop our stores. The shopper captures each visit through a hidden camera on their body. Once the shopper completes their scheduled shops, they then deliver their video's to RBG's headquarters to be edited.
- 2** Once the video has made it to the editing team, the editors eliminates any footage that causes the video to be extremely long. This can include wait or dead times of the shopper standing in line, as well as bathroom footage to protect privacy laws.
- 3** After each video is edited, the video is sent to a scoring team to be completed. This is how the majority of the shop is scored. The shopper only fills out a small portion of the scorecard during the time of the shop. The scoring team reviews the video and finalizes the shop based on criteria that Horizon and RBG have developed together.
- 4** Lastly, once each shop has been finalized, it is emailed directly to the store's PC for team review.



HORIZON
Video Game Plan
GameFilm®
Evolving Customer Experience.

It's About Results

- Improved Customer Loyalty
- Delight Customers
- Drive Revenue
- Increase Profit