



Evolving Customer Experience.



Mercedes-Benz

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Project Overview

Hello Team,

Reality Based Group™ (RBG) is excited for the opportunity to present a response to your request for pricing for your competitive benchmark mystery shop program.



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

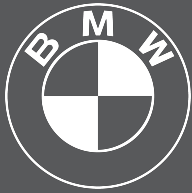


Client Success

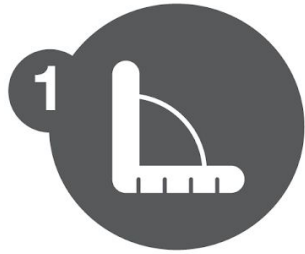


Select Clients

RBG Partners With Over 200 Top Brands



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



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.

Brand Management (Social): **RBG Solution: Social Media Monitoring**

Your digital presence is a key component of your business and this comprehensive solution allows you to track, measure, and respond to your customers on all your social media platforms in one place.

RealCalls™

Phone Mystery Shopping



Make Your First Impression A Lasting One

Much like a first impression, the image your customer forms of your business frequently starts with a phone call. This first impression can serve as a key to building positive consumer relationships that can increase your sales and deepen customer loyalty.

The **RealCalls™** program pairs highly experienced telephone mystery shoppers with outbound call recording technology. This program allows you to listen directly to your team's interaction with a potential customer. These calls have helped our clients achieve and maintain that cutting edge over their competition and get the results they've been looking for.

Setup Is Simple

The **RealCalls™** programs can be created as either a stand-alone evaluation or in conjunction with an on-site mystery shopping evaluation. With our expert guidance, you have full control over the development of the scripting and approach of each call your team receives from our mystery shoppers, as well as a custom scorecard that tracks and assigns a score to aspects of the interaction that are important to you.

Upon execution of the program, you will receive each scored phonecall and the full recording of the interaction. We will then use our custom reporting tools to analyze data from the scored call, so that you know exactly where your team can improve. You will have the information to build a seamless customer experience for your business from "Hello," to "See you next time!"



RealCalls™ Features:

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



Social Media Monitoring

Brand Management



Manage Online Customer Experience in One Place

A business' digital presence is essential to managing it's relationships with modern customers. From online reviews to live communication to sales transactions, brand management operates as a critical factor in the customer experience.

Social Media Monitoring is available with all of our solutions because we know how important it is to your business to see what your customers are saying online. You can effectively **Monitor**, **Manage**, and **Respond** to all reviews in one place.

Monitor

- Monitor 50+ Social Review sites, including Facebook, Google, and Yelp
- Track customer reviews by ratings or categories
- See what words customers associate with you
- Access for all Managers per location

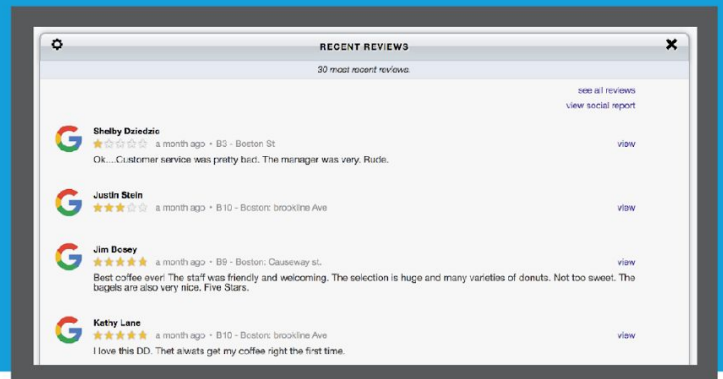
Manage

- Easily drill down to see customer reviews
- Receive scored responses by RBG team
- Access full visibility on RBG dashboard
- Ensure brand consistency by addressing any discrepancies online



Respond

- Drive loyalty and bolster customer engagement
- Build a coachable plan to improve interactions online and in-person
- Develop automated, thoughtful responses to better connect with your customers
- Reply quickly on multiple social media platforms



Your Management Team



Josh Stern, Chief Executive Officer

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



Renee DeSantis, Executive Vice President

Renee 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. Renee will also be responsible for the day-to-day operations of your account, including support and dashboard user training.



Tim Williams, Director of Customer Success

Tim will oversee the implementation and development of your online dashboard, scorecards, and reporting. He is your “go to” for updates, questions, editing, new user setup, hierarchy updates, or other operational functions. Tim 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 oversee the implementation and development of your online dashboard, scorecards, and reporting. He is your “go to” for updates, questions, editing, new user setup, hierarchy updates, or other operational functions. Jake will also be responsible for the day-to-day operations of your account, including support and dashboard user training.

Sample Reporting



EVALUATION # 1641725
12-13-2016
SURVEY: COMPETITIVE ANALYSIS
05102-COMP 2
Boulevard Auto Repair
14857 Burbank Blvd
Los Angeles CA 91411 US
Dealer: Boulevard Auto Repair
Market: Market 2-A-3
DOUZDJIAN
Area: Area A-3
Region: Region 3

AVGS & SHOP COUNTS

Dealer avg (6)	50%
Market avg (54)	42%
Area avg (207)	44%
Region avg (774)	44%
Company avg (3594)	42%

SECTIONAL SCORES

Phone Greeting : (3/4)	75%
Phone Etiquette : (1/3)	33%
Sales and Service : (1/8)	13%

YOUR SCORE

33%

5/15 points

DEALER CALL VS NATIONAL AVERAGE

33%
This Evaluation

42%
YTD Average

QUESTION	SCORE	ANSWER
Day of the week:		<ul style="list-style-type: none"> Sunday Monday <li style="color: green;">✓ Tuesday Wednesday Thursday Friday Saturday
How long was the call?		01:13 min:sec

Sample Reporting



PHONE ETIQUETTE 33% (1/3)

If the customer was placed on hold, was it less than 30 seconds?	0/0	Yes No ✓ N/A
Did the associate provide their name during the call?	1/1	✓ Yes No
Did the associate ask for the customer's name during the call?	0/1	Yes ✓ No N/A
Did the associate use the customer's name during the call?	0/1	Yes ✓ No
Did the associate identify their department or their position?		Yes ✓ No

SALES AND SERVICE 13% (1/8)

What vehicle information did the associate inquire about?		Vehicle mileage Vehicle Model VIN Number Vehicle Year ✓ None of the above
Did the associate ask clarifying questions to find out more information about the vehicle?	0/1	Yes ✓ No
Did the associate mention pricing of requested service?	1/1	✓ Yes No N/A
If yes, what was the price mentioned?		175.00
Did the associate proactively offer alternative transportation? (Mark YES if the associate offered a loaner vehicle, shuttle service, etc.)	0/0	Yes No ✓ N/A
Which form of alternative transportation was mentioned?		✓ The associate did not proactively offer alternative transportation. Yes, a loaner vehicle was offered. Yes, a rental vehicle was offered. Yes, the associate offered to pick up/drop off my car from my home. Yes, the shuttle was offered.
Was the alternative transportation complimentary?	0/0	Yes No ✓ N/A
Did the associate mention any facility amenities?	0/1	Yes ✓ No
Did the associate offer a "Why Us Story"?	0/1	Yes

Sample Coaching GamePlan



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After Your Mystery Shop



Please provide an overview of the shop to the employees attending this session. It is recommended that the shop is printed out or posted two days prior to the shop review session. The employees names should be blacked out if the shop score is low.

To view the Coach's Guide, [click here](#) or paste the link below.

<http://www.realitybasedgroup.com/gameplan/coachsguide.pdf>

Please enter the date of this Game Plan Review:

/ /

Name of manager completing this GamePlan:

Opportunities

Actions or behaviors that need to be improved. List the Team Member, the opportunity, the Correct action/behavior, and how and when it will be corrected.

Recognitions

Actions or behaviors that are so good, they deserve to be called out! List the Team Member, the successful action/behavior to be recognized, and if all

Sample Company Reporting

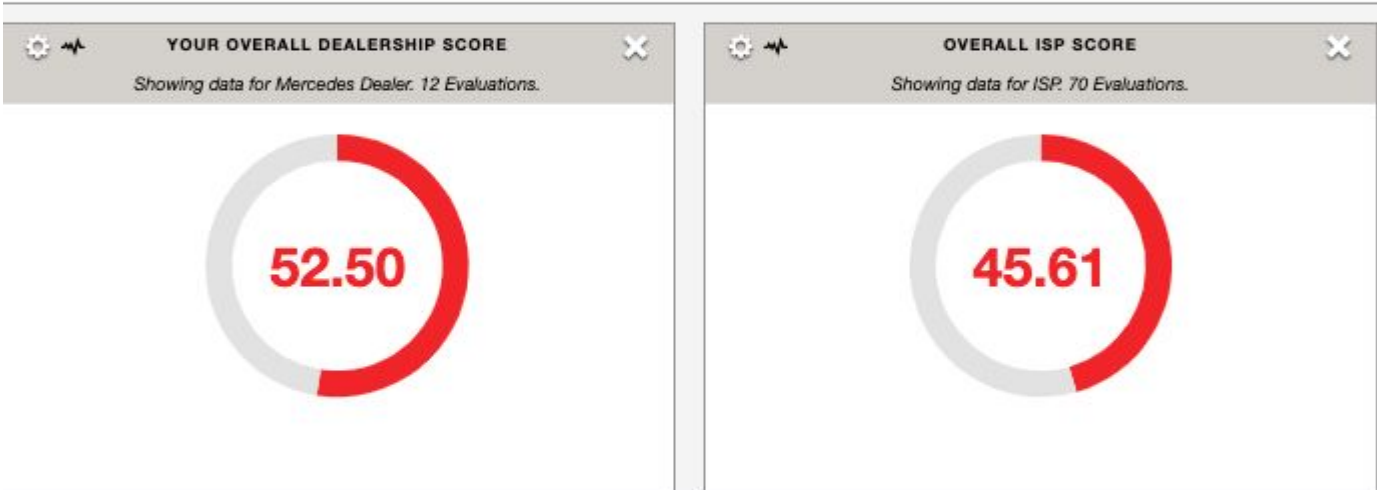


AFTERSALES COMPETITIVE COMPARE MYSTERY SHOP

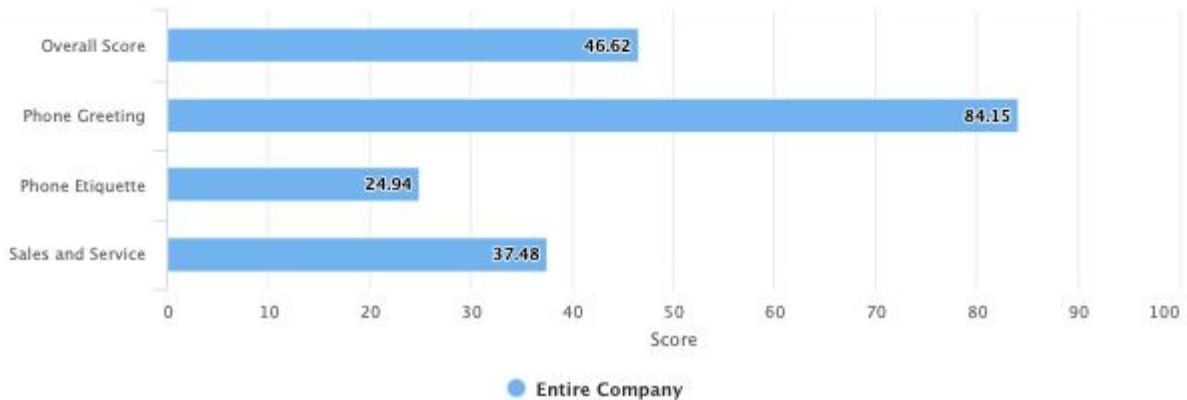
Mercedes-Benz Service department traffic of vehicles 4-8 years old has decreased 10% since 2012 leaving \$310M in potential sales for Independent Service Providers (ISPs). In an effort to identify valuable insights into areas of improvement for capturing and retaining these customers the **Competitive Compare Mystery Shopping** program was developed.

Below is a high-level overview of your results. 25+ additional mystery shop related data points are available to you (not presented here) regarding your Dealership and your nearby ISPs! Visit the **Customer Experience Booth** in the Expo to learn more!

Reporting dashboard login information has been emailed to you as of 2/5/17. If you did not receive it, please contact [\[url\]vstrother@realitybasedgroup.com\[url\]](mailto:[url]vstrother@realitybasedgroup.com[url]).



SECTIONS BY LEVEL

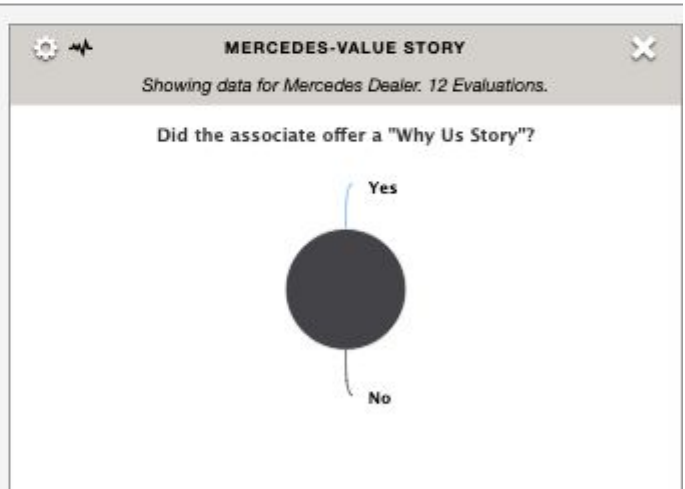


Sample Company Reporting



DRILLDOWN RANKING

Level	Rank	Percent Rank	# Evaluations	Score
Entire Company	1	100	82	46.62
Region 4	1	100	35	50.11
Region 2	2	67	19	47.68
Region 1	3	33	13	42.46
Region 3	4	0	15	40.73



MERCEDES-TOP OPPORTUNITIES
Showing data for Mercedes Dealer. 12 Evaluations.

Question	Potential Impact	Potential Evaluation Score Current Score: 52.50
Did the associate proactively offer alternative transportation? (Mark YES if the associate offered a loaner vehicle, shuttle service, etc.)	+5.85	58.35



Pricing

Type	Description	Qty	Unit Price	Estimated Yearly Total
Dealers + ISP's	Quarterly Phone Evaluations	6144	*\$25.45	\$156,364.80
Van Dealers + ISP's	Semi-Annually Phone Evaluations	2432	*\$25.45	\$61,894.40
*Additional Fee For Dealerships Located In Las Vegas			\$50.00	
Dealers	Social Media Brand Monitoring	> 20 Dealers	\$12/Month	
Dealers	Marketing Collateral For Dealers Who Want To Post On Their Website	Up To 25 Dealers	0.00	0.00
One Time Management Fee Includes scorecard design, dashboard design/training, scheduling, program plan, custom reports, quarterly review meetings, calibrations and adjustments.				\$15,000.00
Estimated Program Total				



Milestone 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	TBD
2.0 Program Design & Preparation	30-60 Days
2.1 Scorecards, Dashboard & Reporting Design	
3.0 Evaluations 2021 Launch	Q3
4.0 Review Meetings	Every Quarter



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

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