

**RBG** REALITY  
BASED  
GROUP™

**PROPOSAL**



# 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 an Automotive Mystery Shopper Program supplier. This proposal includes our approach, team, and qualifications to provide the services VW has requested.

**As part of this RFP, we have performed several sample mystery shops for you to review. You can review them and many additional resources at your dedicated website.**

# WHO IS RBG.

250 Current  
Client Partners

Increase  
Profit  
Revenue

Invented Video  
Mystery Shopping  
GAMEFILM®

Millions of  
Shops Performed

Increase  
Sales  
Conversions

Headquarters  
Located in  
Austin, Texas

Engage  
Customers  
& Employees

Improve  
Customer  
Loyalty

Founding  
Member  
of MSPA



# HELPING CLIENTS WIN SINCE '92

REALITY  
BASED  
GROUP™

# OUR WHY

## MISSION

To Deliver Reality Based Continuous Improvement Programs That Create World-Class Customer Experience

## VISION

To Be The First Thought Every Best-In-Class Company Leader Has When Thinking About Improving Their Customers' Experience

## VALUES

- Accountability
- Continuous Improvement
- Empowerment
- Integrity
- Teamwork
- Winning



# WE PARTNER WITH OVER **250** TOP BRANDS.



# **OUR** **PROCESS &** **PRODUCTS**

## OUR PROCESS

# UNDEFEATED CX



### 1. DESIGN



### 2. EVALUATE



### 3. REPORT



### 4. COACH

UNDEFEATED CX transforms behaviors studied on film into actionable data points used to reevaluate, retool, optimize for training and most importantly, improve your ROI.

Here is a snapshot of our suite of products used to solve any CX problem you have—including those you don't even know you have.

## OUR CX PRODUCTS



# GAMEFILM<sup>®</sup> VIDEO

## MYSTERY SHOPPING

### FILM DOESN'T LIE.

### SEE 100% RELIABLE, OBJECTIVE, AND ACTIONABLE DATA.

What's captured on our film is always **100% accurate** and our data provides you with **direct insight** into the customer experience as it unfolds, allowing you to take the necessary action to solve problems and see results quickly.

### WATCH THE ACTION UNFOLD.

- Data Speaks Louder than Words.
- 100% Relevant and Actionable Data.
- Customized Scorecard Design and Coaching Playbook
- 24/7 Online Access to View Film on Executive Dashboard
- Customizable Reporting and Statistics





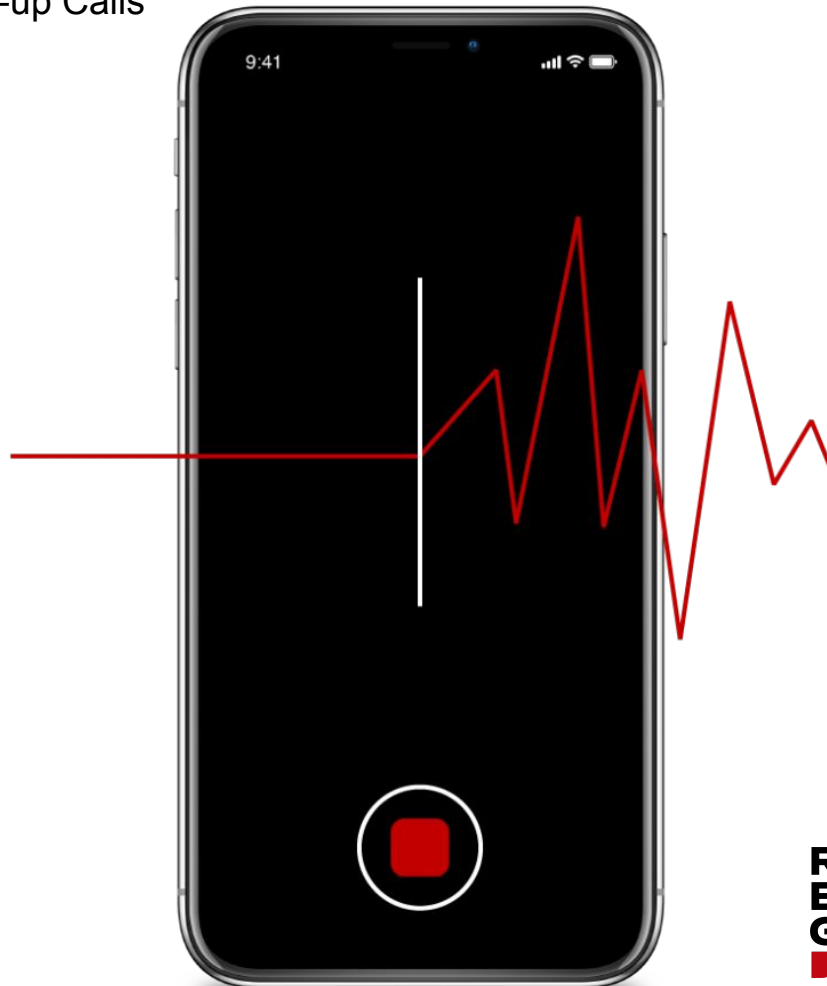
# PHONE

## MYSTERY SHOPPING

### **DIALING UP YOUR CUSTOMER SERVICE.**

Our Phone mystery shopping programs will allow you to **record, accurately measure and coach** to the performance of your sales and service team, providing you with the capability to receive the best data possible in order to build a seamless customer experience for your business.

- Stand-alone OR conjunction with on-site mystery shopping evaluation
- Highly Trained Telephone Mystery Shoppers
- Advanced Recording Technology
- Sales Calls
- Customer Service & Follow-up Calls
- Collection Calls
- 24/7 Onboarding Calls



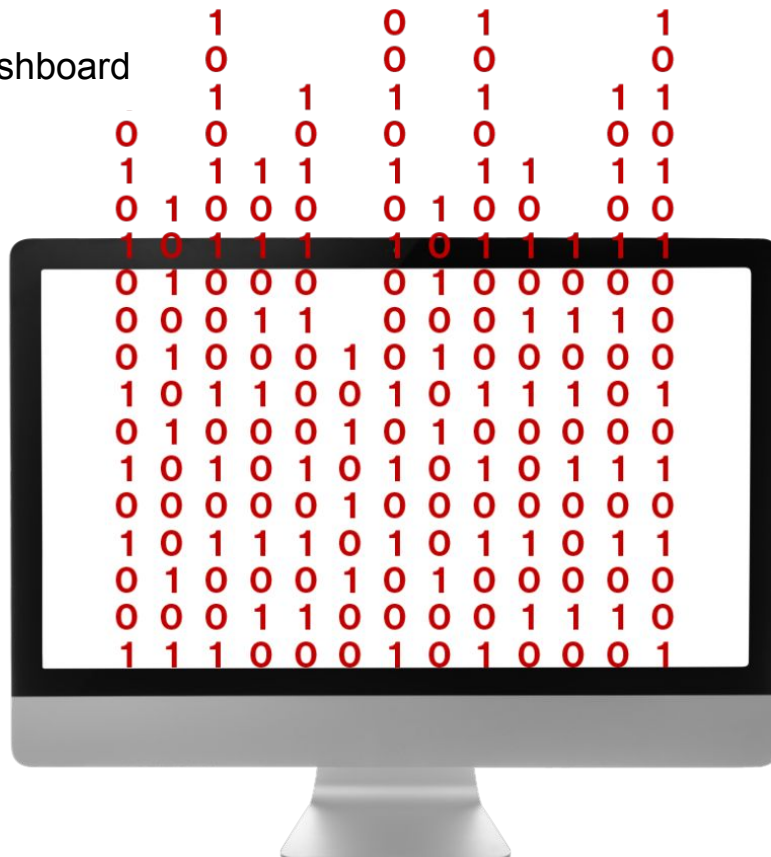
# ONLINE

## MYSTERY SHOPPING

### BOOST YOUR ONLINE CUSTOMER EXPERIENCE.

Whether your website is the primary path for customers to make a purchase or the gateway to learn more about your business, **understanding the end user's actual experience** can affect your bottom line. 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 make the necessary adjustments you need to gain the online results you've been looking for.

- Detailed Customization
- Omni-channel Approach
- Detailed Scorecards
- Access to Integrated Dashboard



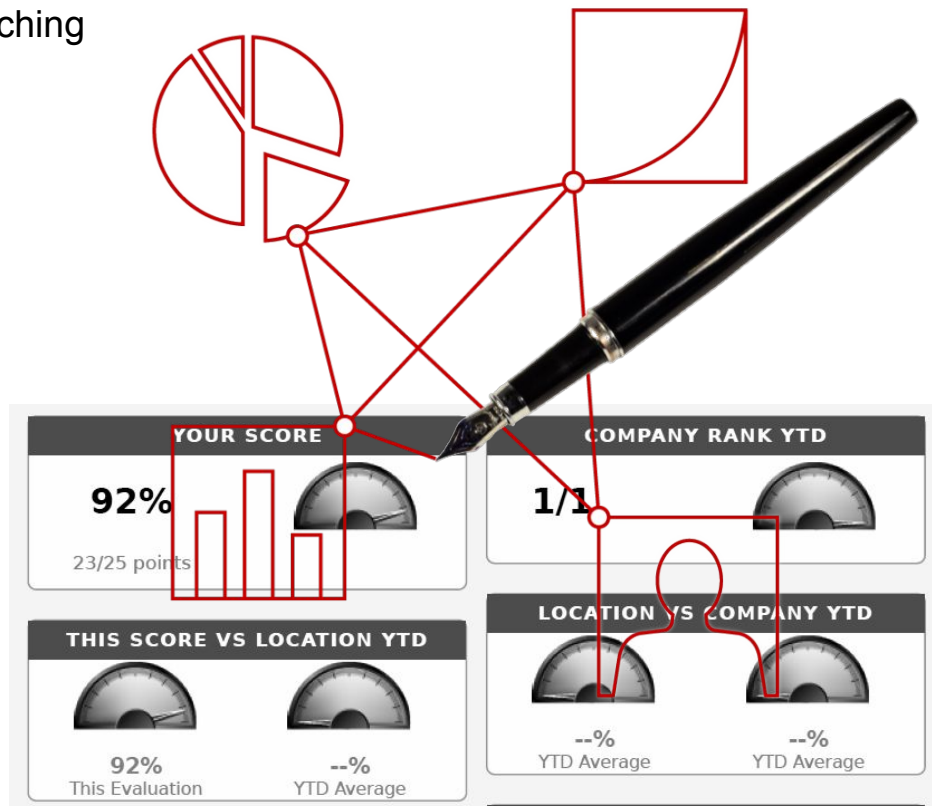
# WRITTEN

## MYSTERY SHOPPING

### OBJECTIVE EVALUATION, ACTIONABLE DATA.

In the instances where filming is unavailable or nonviable, written mystery shopping programs provide valuable data and positive feedback that can lead to employee development and actionable next steps. Our written programs are **focused and direct—measuring what matters** while still giving you access to our dashboard of data and customized suite of tools.

- Customized Scorecards
- Over 280,000 written evaluators (largest database in the nation)
- Over 50 in-house editors
- Demographic Filtering to Match Your Clientele
- Evaluator SSN Validation and Rotation/Lockout
- Photo DNA Matching



# REPORTING & RESULTS

# REAL RESULTS

Included With **Every** Solution

## CREATE.

To Choose your Mini Report

Drag-and-Drop Reports

Rearrange as Needed.

## CUSTOMIZE.

To Suit your Needs

Brand your Reports to Match your Logo

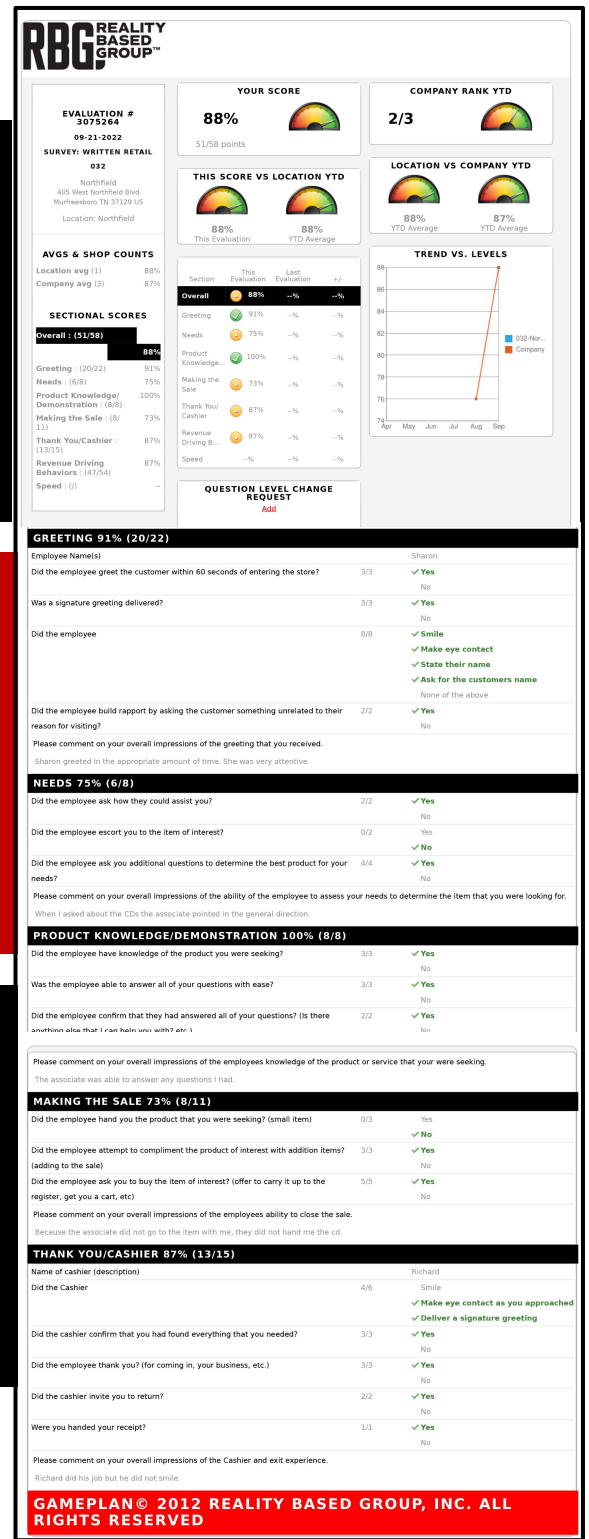
Build Beautiful Presentations.

## SHARE.

Automate Reports to Send Up-to-Date Data

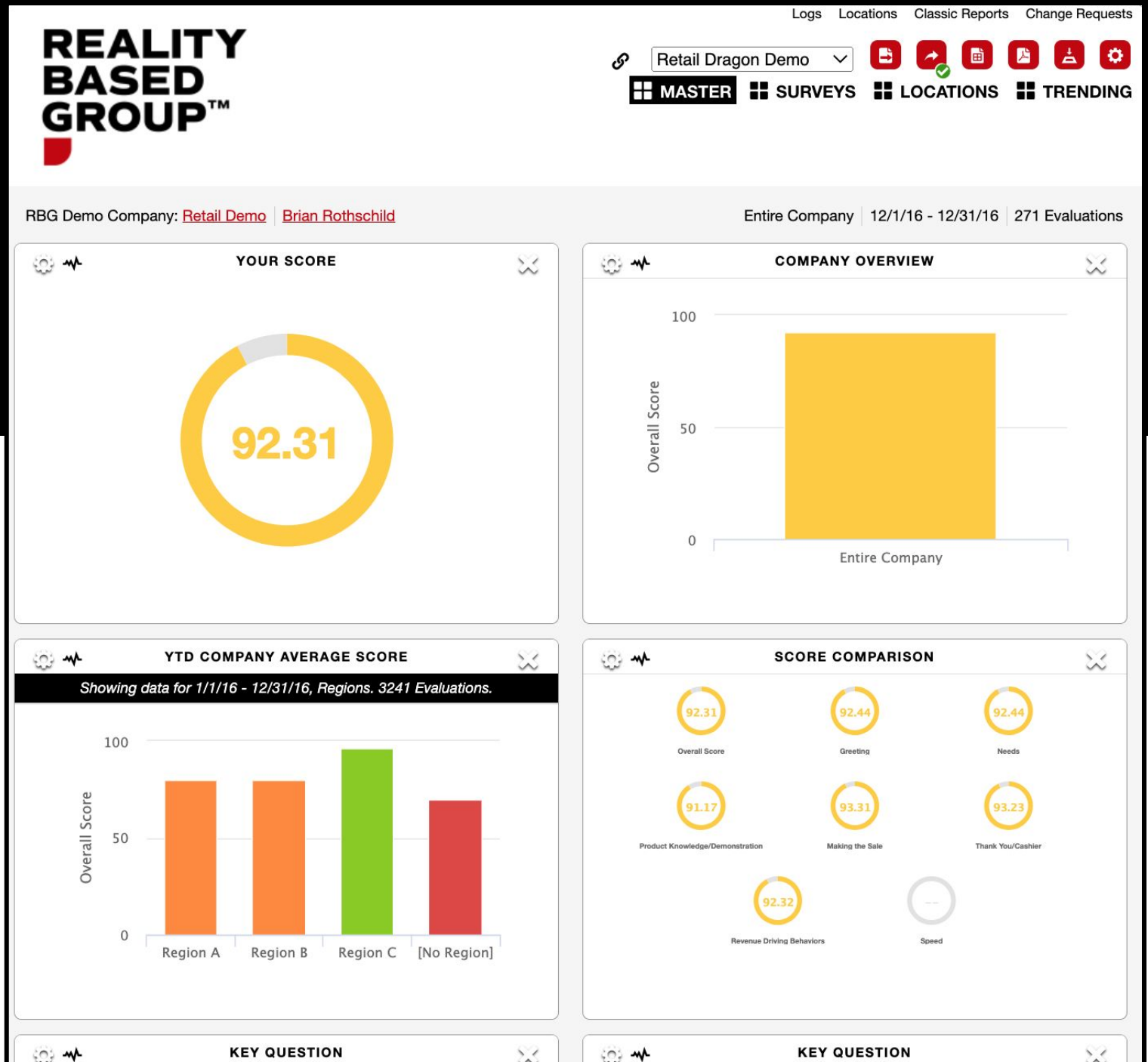
See Only the Data You Want

Custom Views to Share.



# COMPANY REPORTING

WITH **EVERY** SOLUTION



CLICK TO PLAY



# RFP Details

## Organization

- **What are the corporate address, mailing address and telephone number of your company's main offices?**

9500 Mountain Ridge, Austin Texas 78759. 512-583-0945

- **Who in your sales organization will be our primary contact during the package evaluation process? Provide their direct telephone and facsimile numbers and an address if different from the one above.**

Brian Rothschild, Customer Engagement Director 915-497-0399

- **Who in your organization can negotiate a contract with us? Provide their name, direct telephone and facsimile numbers.**

Brian Rothschild, Customer Engagement Director 915-497-0399

- **Who else can the evaluation team contact within your organization? Provide names, titles, and telephone numbers.**

Chris Davis, Director of Operations, 512-775-2995

- **Name the entity that would support VWGoA**

Reality Based Group, Inc.

# RFP Details

## Background

- Provide a brief history of your company.

**RBG** is the world's leader in video mystery shopping. Founded in 1992 in Austin, Texas, **RBG** made a name for itself, helping improve the customer experiences of some of the nation's most recognizable brands. As one of the four founding members of the Mystery Shopping Providers Association, **RBG** is one of the historically influential players in the mystery shopping game.

**Reality Based Group™** started as GameFilm® for Business, the world's original video mystery shopping company. Our purpose then was the same as it is now: to positively impact the customer experiences of the world's leading brands in a meaningful way. It's a purpose that's driven us to hone our process over our 29 years in business.

During those 29 years, we have provided valuable insights to some of the most respected brands in the world. Having pioneered the field of video mystery shopping, **RBG** has been an industry leader in evaluating sales and service interactions for almost three decades. We pride ourselves on our strategic and collaborative guidance to help our partners throughout the program.

**Reality Based Group™** has spent hundreds of thousands of hours aggregating data through our secret shopping programs and using it to formulate better ways to evaluate customer experiences. Many other mystery shopping companies ask their evaluators vague and subjective questions about their experiences, but we know better. Our process is built around measuring objective data that can turn into trainable actionable revenue-driving behaviors.

In addition, **RBG** is highly selective with the secret shoppers that it deploys. These professionals have undergone intense training to turn them into more reactive, observable, and reliable secret shoppers.



# RFP Details

## Background

- **Is your company publicly traded? If so, since when? At which stock exchange?**  
No, it is privately held.
- **How many years have you been in business?**  
29 years.
- **Describe any alliances you have with other hardware, software, or service providers. Focus on how these alliances can potentially benefit or limit our options.**  
While we are aware VW is using Shop Metrics, our software provider, Surf Merchants, is one of the premier mystery shop software companies in the industry.

## Product and Service Mix

Indicate the number, to date, of the product/solutions requested, installed and significant consulting contracts. Also indicate the sales volume for the last three years. Please answer the questions where applicable.

As a privately held company we aren't able to provide financial data.

1. **How many people does your company employ in the area requested?**  
51.
2. **How long has your company been offering the product/solution requested?**  
29 Years.
3. **Have some of the components offered as part of this solution been developed by other vendors? Please describe.**  
No.

# RFP Details

## Product and Service Mix

**Does your solution include components developed by companies which you acquired in the last two years?**

No.

**What forums do you have in place for discussing your product uses and directions among the user community?**

Various, depending on service line.

# RFP Details

## Product and Service Mix

**Do you have a formal training program? If so, how many days of training would be involved? Can you provide the training at the client site?**

**Initial Training for brand new shoppers** is a one-week process that familiarizes them with the equipment and prepares them to perform a video mystery shop.

Initial training consists of:

1. **Shop Walkthroughs** are instructor guided reviews to help the shopper understand what to expect in real shops.
2. **Role Playing** helps the trainee understand how to interact with associates in a natural way.
3. **Practice Shops** give our shoppers the opportunity to practice what they learned with a real shopping experience.
4. **Feedback and Review** sessions provide the trainees with personalized feedback from their practice video shops.

**Initial training for experienced video shoppers** is shortened to 2 days with a focus on more advanced scenarios.

**Ongoing training** occurs regularly to keep our shoppers sharp and prepared for each scenario they are presented with. It consists of:

**Learning Management System (LMS)** lessons are designed to introduce shoppers to new clients. These lessons provide shop guidelines, sample videos and images, and an assessment that we use to determine the shopper's level of preparation.

**Video Review** sessions continue to play a role after training to highlight the shoppers strengths while also providing areas for improvement.

**Coaching Calls** provide us with the opportunity to support shoppers in the field with any training needs.

Our shoppers have an average of over three years of experience specifically performing video mystery shops. This sets them apart from the typical written mystery shopper. They are hand selected and highly trained. Our proven training methods also allow us to ramp up quickly to ensure we can expand our roster to any size project.

If needed, we can perform training at the client site.

# RFP Details

## User References

Provide a list of your 5 largest clients where you have performed work relevant to the scope of this RFP. VWGoA will not contact these companies until you have been notified. Please specify:

1. The name of the organization and who to contact when conducting the reference check.
2. The address and telephone of the contact. The organization's industry and estimated size in terms of employees.
3. The technical environment on which they have installed your solution.
4. The length of time that the solution has been in production there.
5. Any other information you believe is relevant to display expertise and experience



**Ferrari**

Ferrari, Federica Giacometti, [federica.giacometti@ferrari.com](mailto:federica.giacometti@ferrari.com)

Ferrari employs roughly 4,500 employees and generates approximately 5 billion dollars per year. **RBG** has been performing service video mystery shops for Ferrari for over 5 years, completing 100's of video service shops at every Ferrari dealership in the US & Canada during that time. Each dealer is visited over a 3 month period per round and executive reporting and analysis is rolled up to Ferrari North America HQ in New Jersey.



Mercedes Benz, Tekari Sellers, [Tekari.Sellers@Mbusa.com](mailto:Tekari.Sellers@Mbusa.com)

Mercedes has over 170,000 employees and generates roughly 22 billion dollars per year. **RBG** has been delivering thousands of phone and internet mystery shops to Mercedes for over 2 years.



BMW, Austin Butler, [austin.butler@bmwna.com](mailto:austin.butler@bmwna.com)

BMW employs 4,200 employees and generates roughly 99 billion dollars per year. **RBG** has performed more than 1,000 video shops for BMW to coach and train both sales and service team members. The program is quarterly with data analysis and exports that roll up to Germany.

# SHOP DELIVERY

**Other MSP  
Companies**

**< 75%**

**RBG** REALITY  
BASED  
GROUP™

**100%**

# WHY **RBG.**

## **ORIGINAL MEMBER OF THE MSPA.**

RBG has been delivering millions of shops for over 30 years.

## **ONLY COMPANY USING EMPLOYEES.**

Using a unique model allows RBG to complete a much higher percentage of evaluations compared to the rest of the industry. This model also allows next-level coaching and training to RBG's auditors.

## **TOP MSP FOR FORTUNE 500 COMPANIES.**

The best in class trust RBG to help them improve their customer experience.

## **MORE THAN JUST A VENDOR, A PARTNER.**

RBG doesn't just deliver the data to you. We help our clients understand the data, share insights and provide coaching and training on how to improve.

# DON'T TAKE OUR WORD FOR IT, TAKE THEIRS.



## Why Partner With RBG

Gini Quiroz / Smokey Mo's BBQ



## The ROI of Relationships

Beth Whitaker/ VP



## GAMEFILM® IS BEST

Manish Vora / Museum of Ice Cream



## GAMEFILM® Doesn't Lie

Thomas Morstead / Main Squeeze

# LET'S GET STARTED.



**BRIAN ROTHSCHILD**

Group's Director of Sales

[brothschild@realitybasedgroup.com](mailto:brothschild@realitybasedgroup.com)

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# in this format please and link!

**REALITY  
BASED  
GROUP™**  
