

# COMPANY FACT SHEET



CUSTOMER EXPERIENCE MEASUREMENT & MYSTERY SHOPPING SOLUTIONS

Since our inception in 1986, BestMark has helped leading companies strategically measure and manage their service delivery systems and close the gap between the promise of service excellence and its actual delivery. Today, BestMark is one of the nation's most well respected customer experience measurement and mystery shopping intelligence companies in the world. Our Fortune 500 and global clients represent some of the most innovative and successful customer-focused organizations competing in the marketplace.

## Quick Stats

- ▶ Founded: 1986 – 30 years as the industry leader.
- ▶ Headquarters: Minnetonka, MN USA 
- ▶ Over 500,000 field representatives, mystery shoppers and auditors
- ▶ Over 7 million experiences evaluated
- ▶ Cutting-Edge Web Reporting & Analytics available 24/7
- ▶ Fortune 50 and Global 500 clients across over 15 industries
- ▶ World-Class Award Winning Programs
- ▶ Unmatched Quality Control Systems – 100% shop completion rate
- ▶ In-house scheduling and quality editing staff
- ▶ Licensed to perform shops in Nevada (Private Investigators License)

Simply put, our approach is designed to isolate the key behaviors that drive customer delight and show our clients how to leverage this intelligence to transform simple, day to day operational transactions into memorable experiences that increase **customer loyalty, advocacy** and **profitability**. Our customer experience measurement programs allow our clients not only to gather incident-specific information about the moment of truth when a customer comes in contact with an organization, but also to track and trend attributes and behaviors that impact long-term guest value, satisfaction and advocacy. Our innovative solutions directly correlate to increased revenue, customer satisfaction, and share of wallet for our clients.

**The Leader in Customer Experience Innovation**

5500 Feltl Road | Minnetonka, MN 55343 | [www.bestmark.com](http://www.bestmark.com) | 800.51.GUEST

## Services & Solutions

We recognize that data has no life of its own. Our mission is not to just provide superior measurement tools, but to infuse actionable data into your culture. We take a holistic approach to achieving customer value, delight and loyalty by offering an array of surveying methodologies and feedback options designed to help you view your products, services, and brands from a variety of perspectives.

Each of our survey solutions or combination of solutions is designed to provide the intelligence you need to achieve your unique objectives:

<b>Mystery Shopping Solutions</b>	Align company-wide focus on exactly what customer delight-driving behaviors look and sound like and ensure your customers are receiving consistently superior customer service at every location and/or customer touch point. When aligned properly with other measurement and management tools, mystery shopping results can reliably predict customer satisfaction and future sales.
<b>Rewards &amp; Incentive Shops</b>	Provide on-the-spot rewards to employees who demonstrate outstanding customer service or performance
<b>Competitive Intelligence Shops</b>	Gain detailed insight into your competitors' performance, giving you the ability to quickly address your shortcomings and capitalize on your strengths
<b>Customer Intercept / Exit Interviews</b>	Provide valuable insight into why customers are leaving your locations without buying
<b>Customer Satisfaction / Web Surveys</b>	Capture the voice of your customers to identify the key drivers of overall customer satisfaction and understand which company improvements will most significantly impact customer loyalty and profitability
<b>Internal Evaluations</b>	Empower your managers and front-line supervisors to model and measure the specific behaviors that most significantly drive customer delight
<b>Employee Training / Certification</b>	Provide online training modules and certification testing to ensure your employees are set up for success
<b>Employee Engagement Surveys</b>	Reduce turnover and increase productivity by listening to your employees' constructive feedback; determine which employee-suggested improvements will result in the highest return on investment
<b>Compliance Audits</b>	Enforce essential foundational elements such as correct product placement, accurate pricing, tobacco and alcohol id checks.
<b>Customer Experience Consulting</b>	Lean on our experience and insight; we can help you determine how to improve your customers' experiences and/or drive your internal initiatives as well as how to design, implement, and/or report on internal measurements

## Web Reporting & Analytics

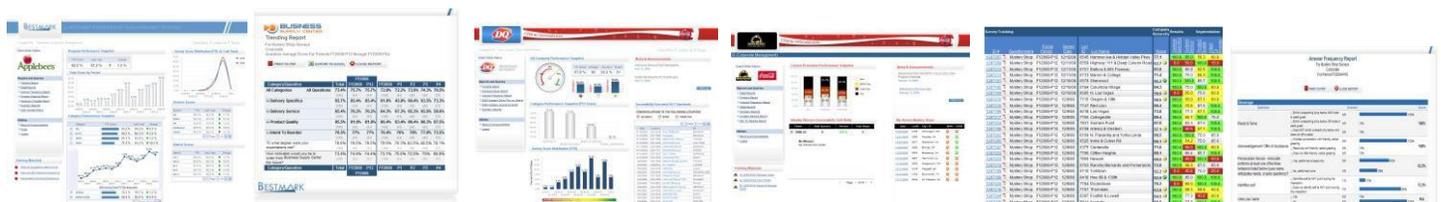


BestMark was one of the first mystery shopping companies to gather surveys and customer satisfaction results via the Internet, launching its first Internet surveying site in 1995. We have invested millions of dollars in the development of our own proprietary web-based system built from the ground up. This robust web technology (the *GuestLink™* System) provides clients with fast and efficient state of the art survey and mystery shopping data collection, web reporting and real-time Mystery Shop Reports.

Our clients have access to data **24 hours a day, seven days a week** via the web. They are also able to interact with data to dynamically create ad hoc reports on the fly as well as exception reporting. These powerful interactive web-based programs allow clients to create, update and track data at all levels within the organization as needed for performance feedback and coaching.

We'll work with you to choose from a myriad of standard reports to create a system tailored to the needs of everyone in your organization - from corporate to location level users. Standard reporting options include:

- ✓ Varying levels of access for users from throughout the organization
- ✓ Location and department-specific reporting
- ✓ Interactive web querying tools with drill-down and filtering capabilities
- ✓ Email notification when shops are completed
- ✓ Easy exporting of reports to Excel and many other common formats



## Unmatched Quality Control

Quality assurance permeates every aspect of BestMark's business. From screening, training and certifying mystery shoppers and quality editors to validating receipts and digital photos of site visits, we ensure our data is accurate and actionable. It is gathered and validated by the most talented, skilled, and highly trained people in the industry. Our dedication to quality is unmatched. Over the years, we have built and perfected a phenomenal system of checks and balances:



### In-House Quality Editing Staff

BestMark's staff of Quality Editors allows us to offer the highest quality data in the industry. Our Quality Editors are trained and certified on a client-by-client basis and scrutinize every score and every word our field representatives provide. Dates, times, receipts, and underlying methodologies are all checked for validity in addition to checks for grammar, spelling, and appropriateness of narratives.

### Extensive, Objective Story-Like Narrative

We require more in-depth narrative from our shoppers than most companies, and this allows us to understand unique aspects of a visit that cannot be captured with survey questions alone.

### Complete Quality Control - No Outsourcing

BestMark's corporate staff is dedicated to designing and delivering customer research programs that provide the most accurate and factual results possible. We manage all shopper and scheduling operations internally with our proprietary rules-based system. We do not use any outsourced or subcontracted resources to manage or schedule our field representatives or to audit our results. This allows us to maintain superior quality control over our entire operation.

### Field Representatives – Shoppers & Auditors

BestMark's application process is remarkably comprehensive, and field representatives clearly understand that information provided must be accurate, honest and actionable. Any less will not be accepted or tolerated. Quality assurance permeates every aspect of BestMark's business. From screening, training and certifying mystery shoppers and quality editors to validating receipts and digital photos of site visits, we ensure our data is accurate and actionable and that it is gathered and validated by the most talented, skilled, and highly trained people in the industry.

## The BestMark Difference

We want to work with the best, and so do our clients. When we partner, we roll up our sleeves and implement solutions that translate into tangible, bottom-line impact. Our long-term relationships with some of America's finest companies result from a steadfast commitment to reaching beyond the role of a traditional vendor.

### Philosophy of Business

We believe our philosophy of business and the strong character of our principal management team are the primary distinguishing characteristics that set us apart from the competition. In fact, we believe this sets us above most companies today. All of the principals at BestMark are perfectionists, immensely detail-oriented, highly ethical, and share an unshakeable commitment to the work we perform and the partnerships we develop. At BestMark, we don't make promises we cannot keep, we work hard and long, we respond quickly, and we develop strong and enduring relationships with our clients.

We're researchers who think like operators: we think like store managers when it comes to improving customer service. We're driven by a true passion for achieving results while adhering to the highest ethical and professional standards in the industry. Everyone at BestMark—including our owner and CEO—is very involved in the hands-on, day-to-day operations of the company.

### Innovation

BestMark is a thought leader in the customer experience research industry and serves as a valuable consultant to America's most innovative and customer-focused companies.

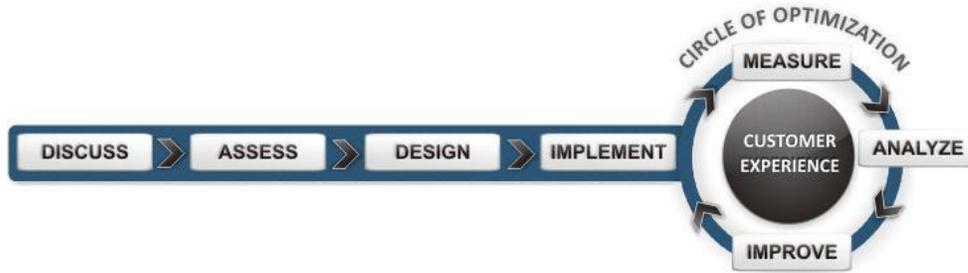
- First company to link mystery shop data to other research data
- First to dissect moments of truth that drive differentiation
- First to provide extensive story-like narrative to frame the experience beyond numeric scoring
- Continue to innovate and blaze trails in new areas of research, analytics, technology, and integrated customer feedback programs

### Technology

We internally design and create all of the software that drives our business. Our systems are designed with a singular purpose in mind: to deliver quality products to our clients. BestMark is always ahead of the curve when it comes to technology development and passing those innovations along to our clients. We maintain a staff of IT professionals who customize programs to meet clients' needs.

## Our Approach

BestMark's "Circle of Optimization" ensures diligent planning and flawless execution. We have abundant experience partnering with companies in various industries and have addressed and solved thousands of unique business challenges.



Our expert knowledge and unprecedented flexibility enhance all phases of a program, but the Discussion, Assessment, and Design aspects are the first to set the stage for long-term success. We understand the challenges facing customer-focused companies in the market today and we will work with you to research and develop an action plan tailored to your needs and guaranteed to deliver actionable data.

Measurement, analysis, and improvement comprise the "Circle of Optimization." This cycle of continuous improvement directly influences customer delight, return intent and advocacy.

## Our Clients

Our Fortune 50 and Global 500 clients represent some of the most innovative and successful customer-focused organizations competing in the marketplace. Our surveying, auditing and other customer experience management solutions deliver value to customer-focused companies in an array of industries.

- Automotive
- Airports
- Banking
- Casinos / Gaming
- Consumer Electronics & Appliances Retail
- Department Stores
- Financial Services
- Fitness Clubs & Health Spas
- Government Services
- Health Care / Long-Term Care
- Home Improvement & Hardware Retail
- Hotels & Resorts
- Manufacturers / Channel Distribution
- Supermarkets & Drugstores
- Real Estate (Realtors, Leasing Consultants)
- Restaurants & Cafes
- Transportation Services
- And Many, Many More...

## Contact BestMark

1.800.51.GUEST  
**BESTMARK**

<http://www.bestmark.com/>

[marketing@bestmark.com](mailto:marketing@bestmark.com)

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5500 Feltl Road  
Minnetonka, MN 55343