

A hand is shown holding a glowing yellow lightbulb, symbolizing an idea or innovation. The background is a blurred office setting with a laptop keyboard and a tablet displaying charts and graphs. The text 'IF YOU HAVE CUSTOMERS, BARE INTERNATIONAL CAN HELP YOU.' is overlaid in large, white, bold, sans-serif capital letters.

**IF YOU HAVE  
CUSTOMERS,  
BARE INTERNATIONAL  
CAN HELP YOU.**

**Our 35 plus year proven track record stems from asking the right questions, providing actionable feedback to help you make critical business decisions.**

Businesses like yours come to us to find answers and stay with BARE because we build relationships and custom, long-term solution programs. Your challenges are unique, so our services are custom designed to create just the right research program to address your needs.

# INTRODUCTION

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## YOUR BUSINESS CHALLENGES ARE UNIQUE.

Our proven success across industry categories stems from asking the right questions to help you address the challenges you face everyday.

Each solution we offer is customized to meet your needs, providing actionable feedback to help you make critical business decisions.

We treat you the way you want to treat your own customers, providing a dedicated project team to give you the attention you deserve and an infrastructure spanning the globe to provide the resources you need to understand your customers' experiences.

# WHAT TO EXPECT

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## Customer Experience

### Mystery Shopping

Secret shoppers record their experiences at various touch points throughout the customer journey.

### Voice of Customer

A brief description of what this section is about and who it is for and how it helps your readers.

### Surveys

Gain authentic insights and powerful analytics around customer feedback, sentiment, and more.

### Online Reputation

Assess the strengths and weaknesses of your online reputation.

### Intercepts & Focus Groups

Gather customer feedback in real-time through exit intercepts and conduct focus groups to gain valuable insights into consumer perceptions, ideas, and preferences that drive decision-making.

## Operational Excellence

### Audits

Auditors provide a detailed report of front-of-the-house (customer-facing) and back-of-the-house (employee-only) standards execution, on-site and virtually.

### Employee Training

Utilize a mobile microlearning platform to improve knowledge retention with personalized, gamified learning paths.

## Business Intelligence & Reporting

### BARE Insights

view data gathered from your customized research programs any time through a user-friendly online portal, accessible from any location.

### Advanced Analytics Dashboard

Collect insights across all of your platforms (social media pages, brick & mortar experience, website, and more) – all in one dashboard.

### Business Intelligence

BARE International offers rapid-fire, comprehensive business intelligence (BI) reports that equips anyone to analyze data quickly.

# 01.



## *Deliver* EXPERIENCE EXCELLENCE

### 1. **Mystery Shopping**

- 1.1. Methodologies
- 1.2. Video
- 1.3. In-Person
- 1.4. Virtual

### 2. **Surveys**

- 2.1. Feedback Surveys
- 2.2. Experience Surveys & Methodologies
- 2.3. Crowdsourcing: Microshop Surveys
- 2.4. Crowdsourcing: Customer Satisfaction (CSAT)

### 3. **Voice Of Customer (VOC)**

- 3.1. Online Reputation
- 3.2. Intercept Interviews
- 3.3. Focus Groups
- 3.4. Virtual Panels

# MYSTERY SHOPPING: METHODOLOGIES

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## **In-person**

Trained evaluators visit your location in person to perform a previously defined scenario. The evaluator will record their experience at various touch points throughout the customer journey, reporting their experience using our live dashboard technology.

Insights may include location cleanliness, employee professionalism, experience consistency, pricing audit, safety audit, marketing and branding, and inventory audit.

## **Phone**

Evaluators record their experience at various touch points throughout the phone discussion. These calls can be made to individual locations or to your Customer Support Center. Call insights include timeliness, friendliness, enthusiasm, brand awareness, information relevance, and script compliance.

Sample scenarios for Mystery Calls include Reservation Requests, Location Inquiry, Product Inquiry, Complaint Resolution, and Price or Availability Inquiry.

Select evaluations may include audio recording for a true share of the experience.

## **Digital: Website, App & Messenger Chats**

Evaluators provide information on every aspect of the customer interaction with your business via your website, online chat feature, and/or mobile app. Insights may include ease of navigation, technical operations, purchase process efficiency, and employee-customer relations, including AI interactions.

## **Video**

Trained BARE Ambassadors will conduct a discussion via virtual video meeting and report their interaction with client employees.

Ambassadors can also communicate information to employees on behalf of the client (i.e. product knowledge and training details).

# MYSTERY SHOPPING: IN-PERSON

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## MYSTERY VISITS

Mystery Shopping is a well-known method of customer research. Leverage BARE International's 35+ years of experience that has taken this tried and true method to new levels to evaluate your customers' experiences.

**Location Cleanliness:** Receive an overview on the up-keep of your location and parameters without having to make personal on-site visits.

**Employee Professionalism:** Find out how pleasant your employees are to engage with and how professionally they present themselves.

**Safety Audit:** Ensure your locations are maintained beyond standards. Safety is a key focus and BARE is here to ensure your standards are upheld.

**Signage/POP Audit:** Ensure your marketing materials and signage are posted according to brand standards and maintained. Branding is a key focus and BARE is here to ensure your standards are upheld.

**Experience Consistency:** Evaluate the consistency in the customer experience over time.

**Pricing:** Discover and record pricing from your competitors and other organizations.

## PURCHASE & RETURN SCENARIO

In addition to completing a traditional mystery visit, the evaluator completes a purchase based on the client's guidelines, and then make a return, recording their experience between both touchpoint.

**Experience Consistency, Employee Professionalism, Service Procedures and Store Presentation:** Evaluate all aspects of the inquiry and purchase transaction.

**Return Experience:** Discover the store associate's problem solving, communication of return procedures, and level of service offered to customers in a Return situation.

## HOSPITALITY OVERNIGHT STAYS

Specialty trained evaluators -- often Auditors -- observe required areas to provide guest experience feedback through an intensive overnight stay.

Feedback is given on brand standards including service provided during all aspects of the stay to include check-in, hospitality interactions, food and beverage, and check-out process, each in separate sections of the form.

*Discover more about Guest Experience under Audits!*

# MYSTERY SHOPPING: VIRTUAL

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## USER EXPERIENCE (UX) ANALYSIS: WEBSITE & COMPANY APP

Digital adoption allows BARE to provide insights that reflect off-site consumer behaviors where online shopping and virtual visits continue to increase year over year.

**Website / Mobile App Functionality:** Discover if your website and mobile app are effective and easy to navigate. Learn about product availability and positioning in various departments.

**Experience Consistency:** Evaluate the consistency in the online customer experience including online communication and order accuracy for your brand and your competitors.

**Technical Operations:** Discover if all links are working, all forms are valid and customer or competitor loyalty options are available.

**Employee-Customer Relations:** Ensure inquiries are followed up according to your standards with a courteous response within a prompt time frame.

## UX ASSESSMENTS

**User Satisfaction & Feedback:** Discover what users think about your online environment, and gain qualitative feedback and quantify it quickly to support findings.

**Test New Ideas & Changes:** Ensure that changes are working and accepting by performing key user group tests prior to going live. Validate that tools and messages are clear.

*Discover more about online insights with our Online Reputation solutions under Voice of Customer!*

## E-COMMERCE

In addition to completing an e-commerce visit, the evaluator may complete an online purchase based on the client's guidelines. They have the option to also complete a return transaction, recording their experience between both touchpoint.

**Online Ordering Proficiency:** Make certain the ordering process, cart process and checkout process are easy to follow. Evaluate ease of use from order process to delivery and return process.

**Cart Abandonment and After-Sale Experience:** Discover if follow-up measures are followed and offered to customers following a visit or purchase.

## VIDEO MEETINGS

**BARE Ambassadors conduct a discussion via virtual video meeting and report their interaction with client employees.**

**Ambassadors can also communicate information to employees on behalf of the client, i.e. product knowledge and training details, and more.**

**Timeliness:** Measure effectiveness of online initiatives, including time to connect with a representative.

**Company Representative Technical Aspects:** Evaluate company representative product and/or service knowledge and attitude, including friendliness, willingness to help, and other important aspects to your business.

**Communicate Brand Messages:** Communicate client information and have virtual face-to-face contact with employees in locations where interactions are unable to connect in person.

## MYSTERY SHOPPING: VIDEO

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**Video provides  
6x more context  
versus just text  
alone.**

**Gain authentic insights from real people and around the feedback and experience of your customer base.**

Videos can be created immediately following a mystery visit or mobile/geo survey for a voice of customer video.

Videos can also be recorded during certain points of the customer journey and uploaded for viewing to provide in-person insights of the experience.





# FEEDBACK SURVEYS

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Brand experiences and competitor feedback becomes more accessible and actionable through surveys deployed through multiple technologies:

- SMS Text
- Email
- Website Link
- SDK Plug-In
- Phone
- Geolocation
- Flash Feedback Stands
- Link on Product Collateral

## Accessible and Timely Insight

Surveys can be posed in aisle by retail store employee after the in-aisle technology is used.

Surveys conducted via SMS or Email to customers purchasing a specific product or from a specific retailer. Predetermined time schedule following purchase or throughout product life cycle. Receive meaningful results, compiled immediately following a completed survey.

## Actionable Intelligence

Combine data with mystery shop results to provide a powerful look at the online customer and brand experience. Information provided by customers + existing data are processed to instantly decide the best action to take. Allows Client opportunity to understand the in-store experience with each Retailer and the use of In-Aisle Technology.

## Omni-channel Saturation Control & Personalization

Dynamic generation of unique customer journeys based on purchases and interactions. Surveys are optimized for each customer, retailer, point of contact, channel, device, product type, etc.

# Surveying remains one of the top methods of data collection.

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# EXPERIENCE SURVEYS & METHODOLOGIES

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## CUSTOMER EXPERIENCE

Interactions become more visual, customizable, and simple to navigate. There are actionable insights to provide advanced analytics, and agile methodologies to help with flexible integrations and faster product development.

### Multi-Response System

Reply instantly to each customer with the right response in every situation to build meaningful and profitable interactions.

### Actionable Intelligence

Combine real-time information provided by customers with existing data to instantly take the best action. Information provided by customers and existing data are processed, confirming the best action.

### Omni-channel Saturation Control & Personalization

Surveys are optimized for each customer, segment, point of contact, channel, device, and more to provide a dynamic generation of unique customer journeys based on past history of interactions.

## EMPLOYEE EXPERIENCE

Employee Experience Surveys provide you instant results and unlimited feedback from employees.

Surveys can be catered towards different departments, business units and employee activities, from employee training and procedures, employee experience on a day-to-day basis, or knowledge on clients and dealers.

***Discover more about Employee Engagement under Operational Excellence!***

## METHODOLOGIES

### SMS / TEXT

Surveys via SMS text will allow for quick feedback responses during the bi-annual collection windows as well as at a more frequent cadence as questions arise.

### EMAIL & WEBSITE

Integrate your customer survey into your website, app, emails, invoices, and paper communications to gain feedback from consumers at all touchpoints, regularly.

### TELEPHONE

Qualified BARE Call Team Members will complete the telephone survey responses using our state-of-the art technology. Responses will be available to you via your client portal as completed in real time.

# CROWDSOURCING: MICROSHOP SURVEYS

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## Short Format, Efficient, & Affordable

Utilize field force to complete quick, insightful surveys. InstaShops (commonly referred to as “Microshops”) are a mobile-based, affordable way to receive actionable data.

Photos and video clips can be utilized to reveal conditions, quality, adherence to standards, and more.

- **Unbiased:** Utilize a field force to get unbiased observations.
- **Photo-Friendly:** InstaShop allows for hi-res photo uploads; perfect for brand audits and price collections!
- **Detailed:** More comprehensive than a standard Mobile Satisfaction Survey, InstaShops provide precise measurements and actionable data.
- **Speedy:** Get instant results from these scaled down versions of Mystery Shop evaluations through this mobile-based tool.
- **Customizable:** Surveys are branded to your business and fully customizable to your needs.

# CROWDSOURCING: CUSTOMER SATISFACTION (CSAT)

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Customer Satisfaction (CSAT) Surveys provide you instant results, unlimited feedback, and allow for customer incentives in exchange for completing surveys.

These surveys are cost-effective and user friendly. Surveys can be conducted via mobile or computer, with QR codes or kiosk links.

- **Accessible:** Surveys can be conducted via mobile (smart phone) or computer, along with QR codes or kiosk links.
- **Instant:** Results are compiled immediately after completed surveys.
- **Unlimited:** CSAT monthly subscriptions allow for unlimited survey collection of actual customers.
- **Customizable:** Surveys are branded to your business and fully customizable to your needs.

*Discover more about real customer insights with our Feedback Survey solutions under Voice of Customer!*

6:07

Overall opinion of this location.

☹️ 😞 😐 😊 😄

Please rate the service you received during your visit.

☹️ 😐 😊

Compared to other stores like ours, how is our pricing?

Your prices are lower

About the same

Your prices are higher

Overall was this location clean and well-maintained?

Yes

No

✓ I'm Done

# VOICE OF CUSTOMER (VOC)

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## What are your customers saying?

**Monitoring VOC provides valuable insights and allows understanding of your customers to improve services and relationships. Review and analyze key findings across all channels to highlight trends.**

### **Social Media Scan**

Data extraction from social media is an extremely efficient tool for observing what fans think about a team organization and its products and services across multiple channels.

### **Real Time Interactions**

Collecting real-time VOC data from evaluators using the video, audio, and text capabilities of mobile devices provides access to qualitative feedback and sentiment analysis.

### **Satisfaction Calls**

BARE receives a database of existing customers from the client, and our call team reaches with a 2- to 3-minute survey about their overall experience. The NPS (Net Promoter Score) will be calculated after analyzing the data.

### **Virtual Customer Panel Interviews**

Trained BARE Moderators will conduct discussions via virtual video meeting to focus on key points and learnings aimed to uncover drivers of loyalty, customer experience and purchase behaviors to increase share of wallet among competitors.

## VOC: ONLINE REPUTATION

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“  
**90% of consumers read online reviews before visiting a business.**”



In a world where how customers “feel” about a brand determines their decisions, it is crucial that leadership has access of what is being said about your brand, both on a global and local level.

Utilize BARE’s Online Reputation tools together or separately to gain insight advantages, including competitor analysis.

# VOC: ONLINE REPUTATION

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## SOCIAL, REVIEW WEBSITES, & BRAND MANAGEMENT

The online reputation monitoring services allow for quick viewing and responding to customers' social posts with data on your brand and your competitors.

Monitoring your online presence provides valuable insights and allows direct engagement with customers to improve services and relationships.

## SOCIAL MEDIA

### Online Review Management

Track and respond to reviews across 75+ different social media and review websites, more quickly, from one centralized platform.

### Direct Message Management

Respond to direct messages with one single inbox to handle all messages from Yelp DM, Facebook DM's, Emails, SMS, Google and Instagram DM's.

### Customer Care Ticket Management

Receive, create, and resolve customer care tickets insanely fast. (Like, lightning fast.)

### 3rd Party Listings Management

Manage listings on Google, Yelp, Facebook, etc. Monitor listing accuracy, fix incorrect data, optimize photos, keywords and more.

### Drive Engagement Through Website Management

Add plug and play widgets, including web forms, web to SMS widgets, optimize location pages, first party review widgets, and more.

## BRAND AWARENESS

Discover what is being said about your brand and products as well as your competitors beyond social media. Manage and understand your online presence beyond social media using keywords.

See how performance differs throughout an industry, in different countries, media sources, and languages to see what can be improved on and how your brand compares. Rate your brand versus your competitors and gain insight on competitor strategy.

### Trend Analytics

Understand where your brands and products are being mentioned, and monitor what is being said on various media sources. Measure volume and reach over time in different languages, countries, and media sources. Reveal sentiment of conversations and related topics, and respond to both positive and negative sentiments.

### Engaging Content

Create relevant and engaging social media posts from one tool. Manage and schedule posts with a content calendar and respond to comments. Post from mobile devices or your computer.

### Advanced Research

Receive the right information without any noise from desired names, sources, languages and countries. Narrow down searches with specific tags and filters. Be notified of mentions and share reports on company data.

- **Gather KPI's on your brand and competitors**
- **Track keywords and reviews across platforms including and beyond social, such as news feeds, blogs, and more**
- **Identify and maximize your "influencers"**
- **Advanced options provide a look at historical data from up to 2 years**

# VOC: INTERCEPT INTERVIEWS

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**BARE's in-person interviews gather opinions from your real customers to learn their perceptions, satisfaction level, and feedback about targeted client concepts.**

**Want to know why customers shop where they do?  
BARE can ask them when they arrive to a location.**

**Interested in knowing what their experience was like when they are leaving?  
BARE surveys real departing customers so their experience is still top of mind.**

**Data may be gathered via pen/paper, tablet, or smartphone. Incentives for our client's customers may also be implemented to attain the sample size needed.**

## **Customized Surveys**

BARE customizes the survey in order to ensure the data they are receiving is relevant to what the client is seeking to understand.

## **Full-Service Data Quality Control**

Compiling the data is just as important as attaining it. From start to finish, our project management and client services team will process all the data collected through our multi-tiered quality control to ensure the highest quality results.

## **Quantity & Quality**

We gather the best sample size for your business needs, whatever number that may be. Many companies may balk at the sheer number of data received through proper Interviews, but we enjoy providing our clients with the actionable data they need to get to the next level of success.



# VOC: FOCUS GROUPS

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Trained BARE Moderators will conduct discussions with a small group of people to obtain insights on a specific product, business, industry, etc. Topics discussed vary depending on client needs. (Focus groups can be conducted in person or virtually)

## What words or images connect your customers to your brand? Discover the best way to create advertisements for your target audience.

### **Customer Behavior**

Discuss experience and factors that lead to specific customer actions, purchasing behavior, and employee engagement. Also understand reasons that customers may defect to competitor brands.

### **Brand Feedback**

Obtain thoughts based on client knowledge, interactions, and business to see what can be improved or what people are aware of when it comes to your brand.

### **Sample Audience**

Communicate with customers and people that are similar to your target audience and customers to best understand what they feel or are looking for.

### **Insights**

Get your customer's opinion regarding the products and services they would like to see in your brand and how they would like to see it and through which communication channels.

### **Competitor Analysis**

Discuss about the best experiences that your target audience had in your competitor, the process and bring new ideas to the brand.

### **New products/services**

Before launch a new product, service or change your layout in the website, you can discuss with your customer about their preferences to choose the best way to make changes, launch new products/services and new strategies.



# VOC: VIRTUAL PANELS

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**BARE Moderators conduct discussions via virtual video meeting, focusing on key points and learnings aimed to uncover drivers of loyalty, customer experience, and purchase behaviors to increase share of wallet among competitors.**

## **Wins and Opportunities**

Discuss pros and cons of the primary brand product offerings, assortment, availability, equipment quality, service and support, and customer service. Also understand reasons that customers may defect to competitor brands.

## **Ease of Doing Business**

Uncover bottlenecks and barriers to efficient business interactions between the client and their end customers.

## **Communicate Brand Messages**

Communicate client information and have virtual face-to-face contact with customers in locations where connecting in person is difficult. Also discuss what client Marketing Initiatives are working well and which tools and resources would be desired to improve your businesses.





# 02.

## *Achieve*

## OPERATIONAL SUCCESS

### 1. Audits

- 1.1. Quality / Brand Assurance, Retail
- 1.2. Cash Integrity, Food & Beverage
- 1.3. Hospitality & Gaming
- 1.4. BARE-Ify: App-Based Audit Checklist

### 2. Employee Engagement

# AUDITS

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## ON-SITE AUDITS

Your company spends a big chunk of the budget on promotions and pricing strategies. Are you monitoring them to ensure they are being executed correctly?

**Discover if your desired brand image is being represented the way you envisioned.**

## PRICING AUDITS

Specialty auditors visit your location in person and perform a visit following a previously defined scenario regarding which prices are to be gathered and/or what is to be observed.

For each project, BARE will work with you to create a set of project-specific guidelines that will include details such as:

- Any photos required (product UPC's, products, menu boards, menus, promotions, store front, etc.) in hi-res formatting
- Examples of where prices may be located on the shelf, menu, or in a location
- What product or item aspects to include (size/ UOM, regular price, promo price, etc.)
- What to do if an item is unavailable in the store or on the menu
- Scripts provided including how to respond if an interaction is required to complete the price audit accurately
- Whether or not pricing should also be gathered from a website

## ANNOUNCED AUDITS

BARE Announced Audits provide valuable data on the consistency of the facility. Typically, upon conclusion of the mystery overnight, the auditor will reveal themselves to the location manager/point of contact followed by conducting a walk-through of the facility with the manager.

**An executive summary debrief wraps up the inspection with an inclusive report to support findings.**

### Public Facing and Back of House

Following a list of brand standards an exhaustive review of the space is conducted.

### Guest Rooms

According to individual client expectations, a randomized selection and number of rooms are inspected for compliance to brand standards. Discrepancies are flagged and picture documentation is provided as supporting evidence.

### Additional Services

Documents, Food Safety, Fire Life Safety Checks: Demonstration of adherence to local and brand requirements are checked.

# AUDITS: QUALITY / BRAND ASSURANCE, RETAIL

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## QUALITY ASSURANCE

BARE experienced and certified auditors perform reviews covering cash, product, facilities and standards to match brand expectations to those of guests or to validate internal audit results.

Both 'covert' without staff awareness and "overt" audits in which auditors announce themselves upon entry are available. The intense scrutiny of front-of-the-house as well as back-of-the-house standards execution allows clients to take actions to improve.

### Troubleshoot Problem Areas

BARE auditors will use the custom created checklist to review the front and back of the house departments across the hotel including inventory, cleanliness, organization, so you can discover if the image you want your brand to portray is being accurately represented and make adjustments to ensure quality control and pass inspections.

### Improve Employee Training

BARE auditors evaluate employee friendliness, enthusiasm, cordiality, professionalism & communication skills, so you can improve employee training, positively reinforce the real performers with reward and incentive programs and recruit top talent to your business.

## RETAIL ASSESSMENT VISITS

BARE evaluators visit selected locations in person and perform a visit following previously defined scenario. The evaluator will announce their visit and record their experience and what was seen at various touch points while in the retail location. The Evaluator can photos to get the full picture.

**Presence Evaluation:** Receive an overview on product and brand presence in store as directed.

**Pricing Signage:** Confirm pricing signage is visible and accurately displayed for products.

**Inventory Brand Levels:** Measure/Evaluate inventory levels for specific products and brand positioning.

**Clerk Brand Knowledge:** Evaluate clerk knowledge of the brand and product offerings.

## BRAND ASSURANCE

Our professional and trained auditors go to select retail locations in person, and they perform a visit following a client-defined survey. Photos are utilized to show the displays, site conditions, including any empty spaces.

### Marketing and Branding

Receive an overview on the up-keep of your merchandising in multiple outlets without having to visit them individually. Does the site facility contribute to the customer to feel like they are being treated like a guest?

# AUDITS: CASH INTEGRITY, FOOD & BEVERAGE

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**20% of bar inventory is lost to free drinks, over pouring, and theft.**

## CASH INTEGRITY

Guest transactions are completed across cash outlets resulting in detailed reports chronicling associate behaviors and their procedural techniques related to the handling of company resources.

### Food And Beverage Audits

Auditors, who have been certified in compliance, monitor the process of associate cash handling across transactions reporting findings in an unbiased report.

Insights measured include cash trail, upsell, pour techniques, timing, discounts and recording/under recording of sales for.

Clients utilize data to discover inconsistencies resulting in identification of reissuing of checks, voiding of sales and general mishandling of cash and product.

### Cash Outlets

Engagement of services to record details of honesty, level of engagement, professionalism, cleanliness and condition.

Available outlets include Spa, Retail, Transportation, Front Office, Business Center, Concierge.

## FOOD & BEVERAGE

Our professional and trained auditors go to select locations in person and perform a visit following a client-defined survey. Photos are utilized to show the displays, site conditions, including any empty spaces.

### Compliance and Safety

Observe food upkeep and display in both front, customer-facing areas as well as in back. Auditors will evaluate food and beverage to ensure: proper temperatures are maintained, items are fresh, visually appealing, and within date, to see if items are free from contamination: where food is prepared, stored, or served.

BARE's qualified auditor will evaluate all of the equipment used for these purposes and the employees that work with food to ensure full compliance with best practices and client food service standards.

### On-Site Conditions

Uncover insights on cleanliness and on-site conditions of each location, including: is everything clean and bright? Is everything working?

### Inventory Audit

Discover: Are there any missing items? Which are they? Find out the supply and demand of your most popular items.

### Employee Consultation

A few minutes will be spent with the store manager 1:1 following the audit to cover key wins and key opportunities.

## AUDITS: HOSPITALITY & GAMING

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**The hospitality industry has been the cornerstone of BARE International's business since launching in 1987.**

Since then, management professionals at locations including hotels, resorts, conference centers, restaurants, bars, and spas have leveraged BARE's deep understanding of the hospitality industry to customize research programs allowing clients to streamline operations, increase integrity, and improve the quality of customer service.

# AUDITS: HOSPITALITY & GAMING

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## HOSPITALITY AUDITS

Over an intensive overnight stay, key components of the service experience are evaluated including check-in, F&B interactions, and the check-out process.

Service standards, measured during each touchpoint, give precise views of the employee engagement and professionalism encountered.

Consistently measured across the properties, these insights provide data to reward, or retrain.

Upon audit conclusion, an in-person executive management debrief provides highlights and action points.

## BAR/LOUNGE AND RESTAURANT

Purchases made to provide both service, timing, upsell and food quality to ensure standards are upheld. Integrity options include bartender honesty, cash handling and compliance.

This process provides specific, actionable data that allows the company to discover trends and gaps to evolve their business in a more purposeful way.

## GAMING & CASINO

BARE casino evaluators observe established departments providing guest experience feedback through the eyes of an experienced gaming consultant.

## BRAND STANDARDS DEVELOPMENT

BARE will assist the client to identify the differentiating factors of the brand, those non-negotiables in the creation of the guest experience, consistency of service delivery and personalization that results in brand loyalty and quality lodging experiences.

### Baseline Standards

Development of what employees need to do to meet the minimum service expectation. The standards will align to industry expectations.

### Best Practice

Enhancement of the guest experience to exceed minimum expectations may be provided.

## HOSPITALITY VALUE ADD SERVICES

### Announced Audit

Review of additional guest rooms, public areas, back of house, e.g. kitchen, conference rooms, staff areas, documents.

### Spa

Collection of data, either or both integrity and service to determine honesty and level of engagement, driving guest loyalty and referral.

### Transportation

Measure the professionalism, timing, cleanliness and condition of the valet and/or local bussing service. Web comparison between availability and service can be made as desired.

### Retail

Measure professionalism, cleanliness, and condition of outlets, including inventory availability and staff expectations.



# BARE-IFY: APP-BASED AUDIT CHECKLIST

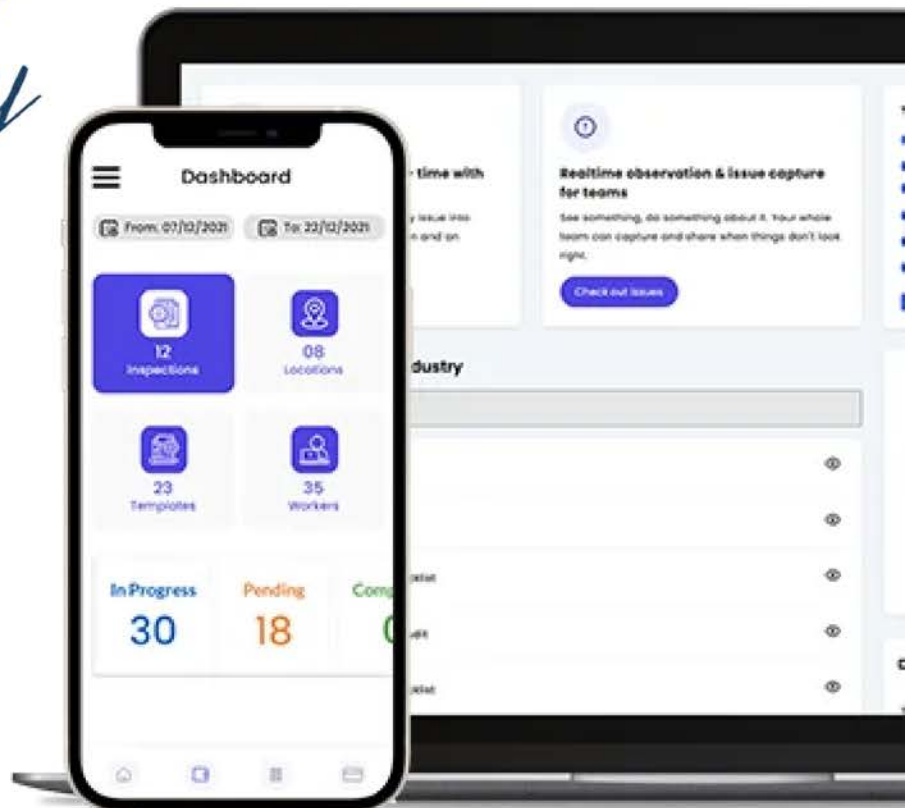
## Uncomplicate digital inspections. Gain maximum control and visibility.

Say goodbye to the lengthy inspection process. Easily conduct checks in simple steps and record results with visual evidence. Gain full knowledge of problems and challenges. Share with the stakeholders in real-time.



### Most common use cases:

- **Safety:** All safety standards can be checked for any industry
- **Site monitoring:** Be it your store network or other work sites
- **Quality Control:** Hygiene, Safety, Maintenance, SOP check
- **Operations:** Increase operational efficiency
- **Process excellence:** Track and improve processes continuously



# BARE-IFY: APP-BASED AUDIT CHECKLIST

Utilize BARE's app-based tool to continuously monitor & convert issues into actions through one platform.

BARE-IFY (powered by Pulse) is designed to weave a safety ecosystem around your business with advanced collaboration and inspection technology for internal self-audits and ongoing monitoring.

## 360 Degrees Visibility

Create programs that allow for ease in data collection to help in making real-time decisions. Improve visibility with required remediation, progress and results all in one place.

## Customizable and Flexible

Build tailor-made checklists with inspector/auditor hints for consistent data collection. Set schedule for completion with reminder alerts to associated inspectors/auditors.

## Compliance Documentation

Use pictures and videos to authenticate findings with day, date and geo tag as you go. Annotate and assign actions to employees with priority in the moment.

## Advanced Reporting

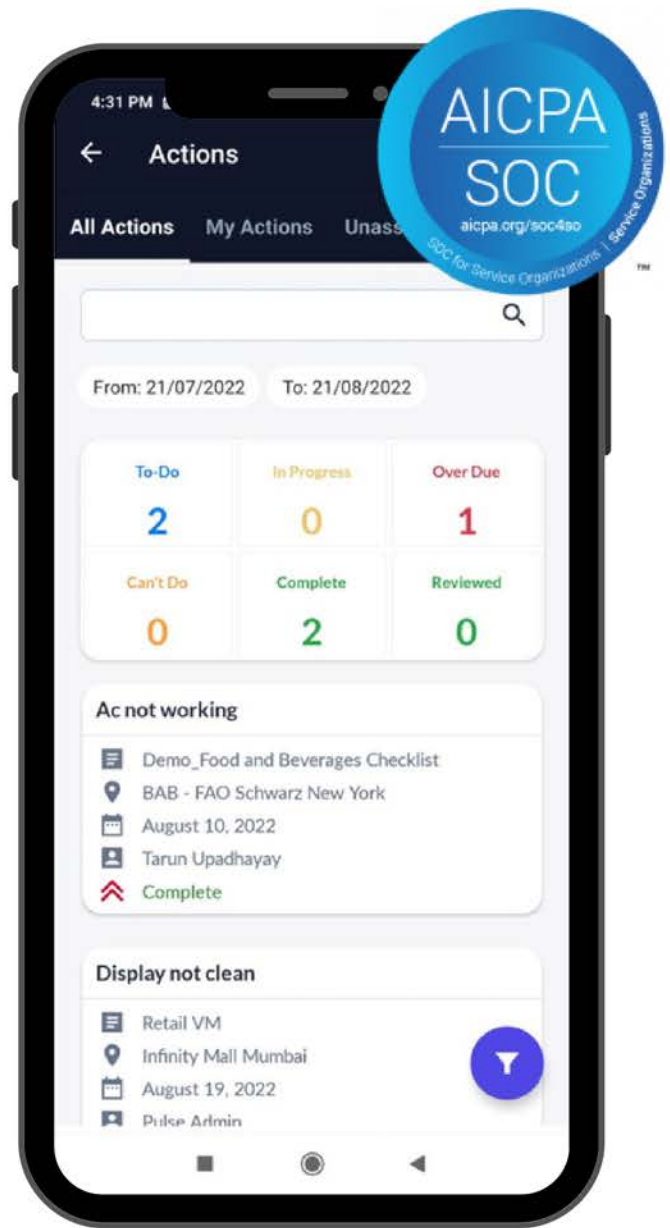
Completed inspections/audits are transformed into extensive reports customizable to your requirements available upon completion by email and pdf. Use dashboard to generate excel and files for export.

## Empowered Teams

Manage group permissions and other advanced tools to make your company data confidential. Allow inspectors or auditors to convert issues into action.

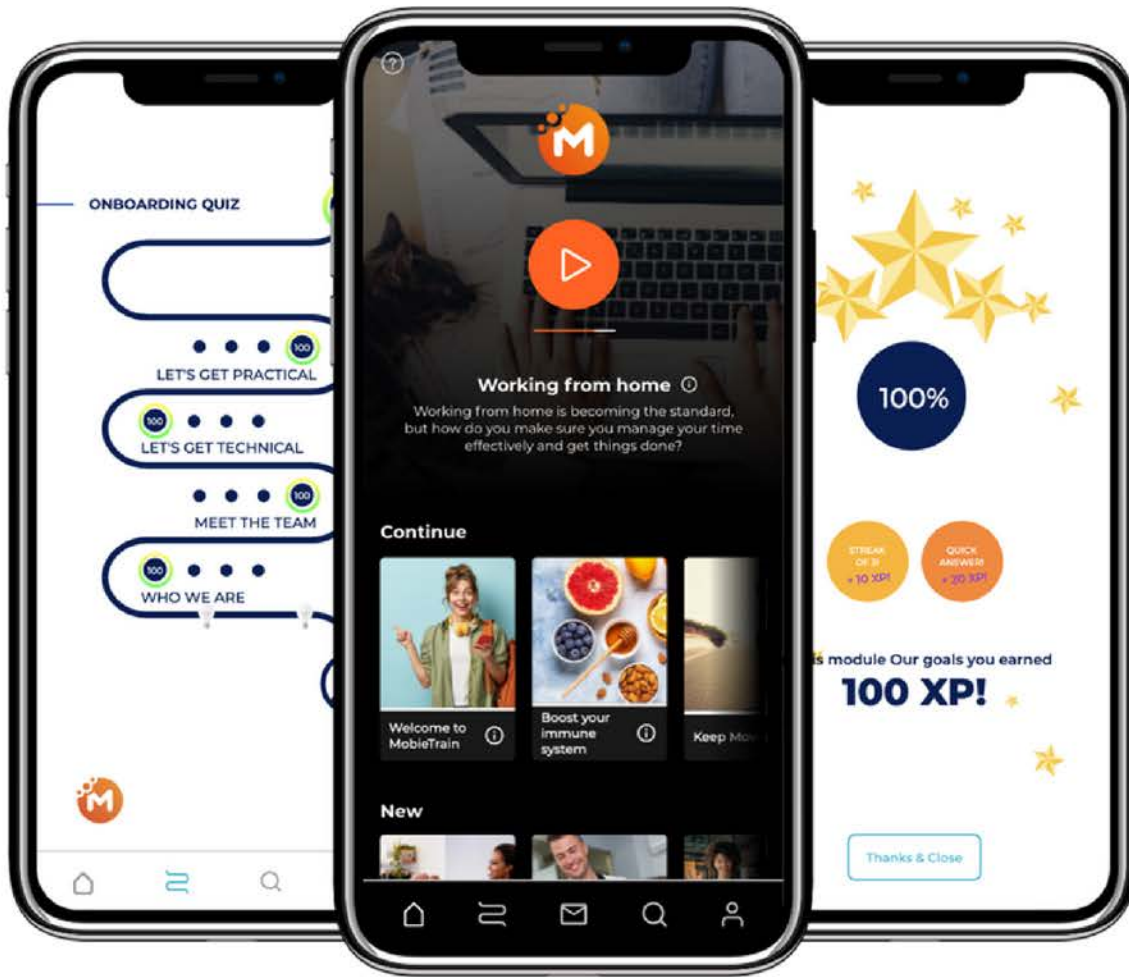
## Improve Communication

Action Plan items, assigned employees, tracking of progression all in one place. Easily spot trends determine how to improve in the future.



# EMPLOYEE ENGAGEMENT

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**Boost productivity and increase engagement by making learning fun!  
BARE partner MobieTrain offers a mobile training app combining  
micro-learning with gamification and content on demand.**

## The Knowledge Gap

Traditional training and eLearning systems are not matched to the modern learning needs.  
80% of knowledge from traditional training is forgotten after 30 days.

## How Our Mobile Training Solves That

Put your employees at the heart of their training with mobile learning on demand. Reduce the time needed away from their roles with short, engaging training to suit them.



03.

# *Discover* BUSINESS INTELLIGENCE & REPORTING

1. Reporting
  - 1.1. BARE Insights Dashboard
  - 1.2. Executive Reports
  - 1.3. Business Intelligence

# REPORTING

## WORLD-CLASS REPORTING

With deep understanding of experience programs across over 30 industries, BARE International helps clients look past the numbers and define actionable insights.



### **BARE Insights Dashboard** #01

Data from your program is available for immediate access through our bespoke web-based report delivery system optimized for mobile viewing and use.



### **Executive Reports** #02

Invest in your business and take your customer experience program to the next level through an Executive Summary Report that includes your defined KPI highlights, Action Items, and Trends.



### **Business Intelligence** #03

Build flexible models, discover highly relevant insights, and quickly distribute those insights across your organization.

Your live dashboard aggregates data across your program services – combining all brands and methodologies – for big data analytics and actionable insights.

# REPORTING: BARE INSIGHTS DASHBOARD



## BARE's in-house reporting platform has the best technology for omnichannel insights.

The BARE Insights reporting suite supports customized, drilldown and response filtering queries as well as ad-hoc reporting by results, time periods, brand, or any other combination of filter built specifically for your organization.

Customize your reports, review detailed data analysis, and access company statistics how you want, when you want.

# REPORTING: BARE INSIGHTS DASHBOARD

## Web-Based & Mobile Friendly Delivery System

The system allows you to view data gathered from your customized research programs at any time through a user-friendly online portal, accessible from any location.

## Hierarchical Support

Tailor-fit the visibility of results and reporting features by brand, region, area or any other key performance indicator.

Each level is customized to allow for optimum comparison of information, even allowing you to create individualized queries for each user level; providing individual login and passwords for each user.

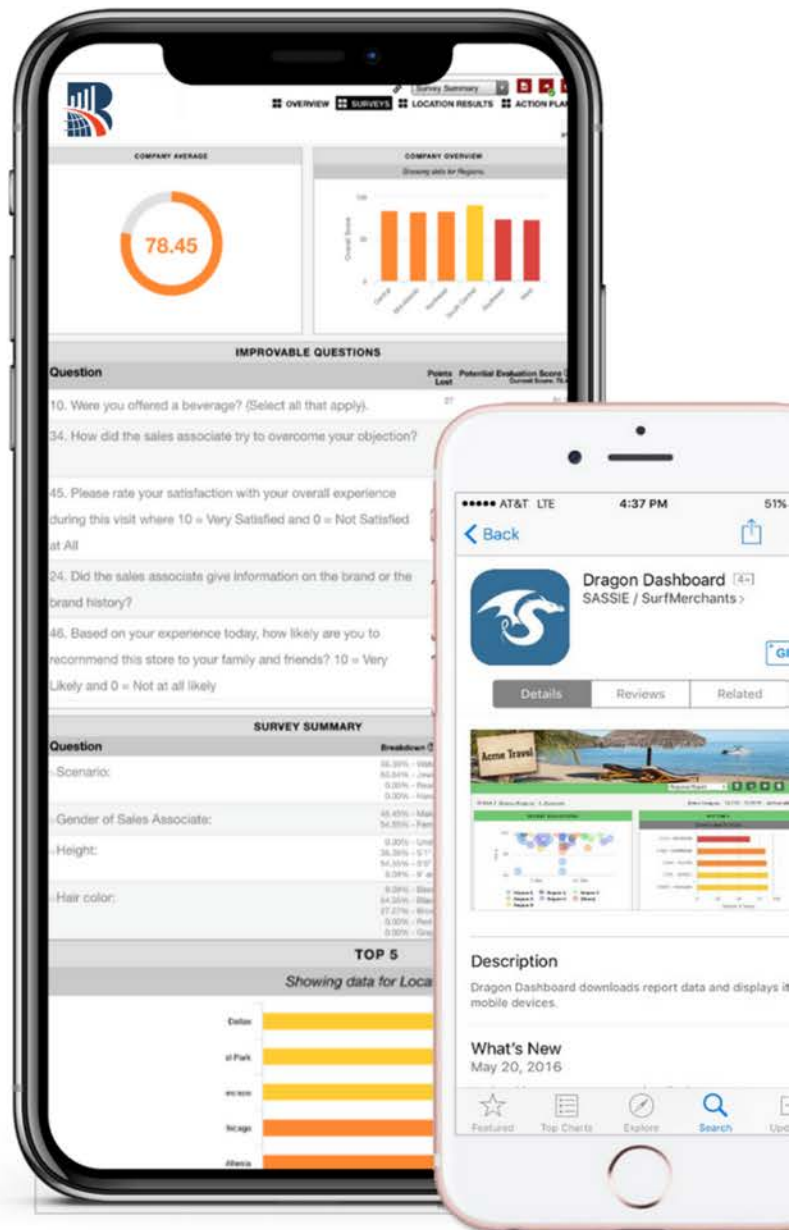
## Custom Reporting Suite

The dashboard flexibility provides a personalized experience with easy-to-use reporting views, drill down capabilities, heat mapping and level performance. All of which can be filtered based on your organization's hierarchy, time frames and data needs.

## On The Go: Reporting & Analytics

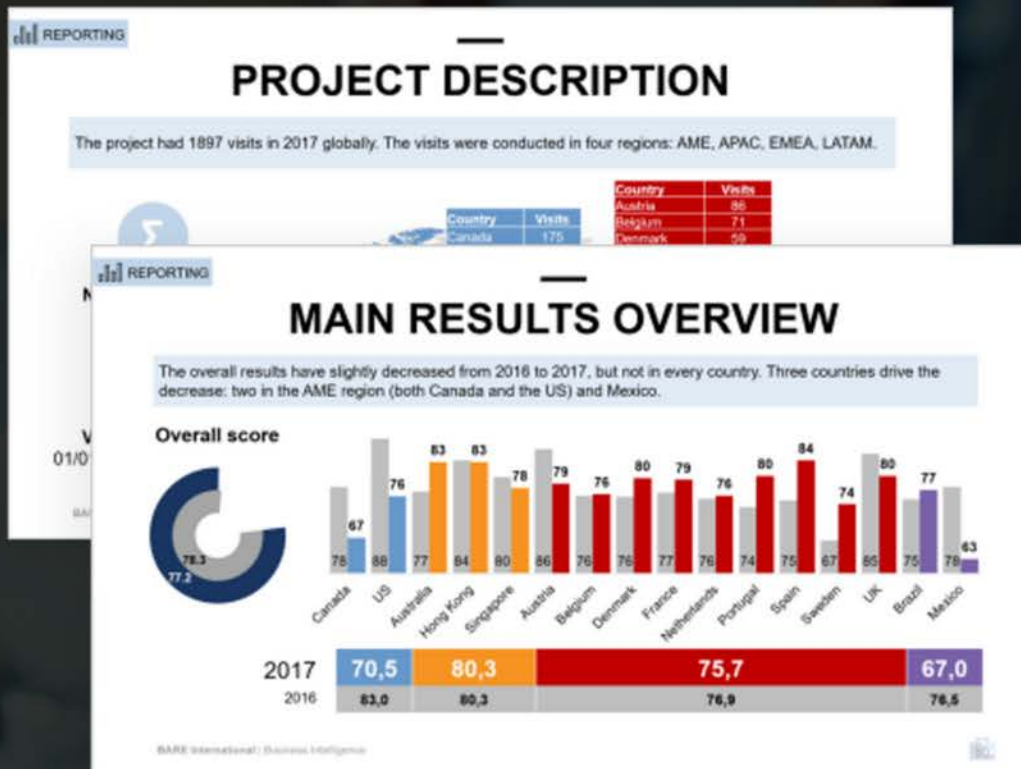
BARE's in-house reporting platform APOLLO Insights Dragon app means you will never be without notifications and access to results.

Data from your program is available for immediate access through our web-based report delivery system optimized for mobile viewing and use.



# REPORTING: SUMMARY REPORTS

Invest in your business and take your customer experience program to the next level through an Executive Summary Report based on business intelligence that includes KPI highlights, Action Items, and Trends.



## KEY PERFORMANCE INDICATORS

- Reveal key drivers that influence consumer behavior
- Improve your KPIs by identifying the main sales drivers

## ACTION ITEMS

- Understand the customer's journey with results-based visuals and narratives
- Optimize the training and performance review plan of your personnel

## TRENDS

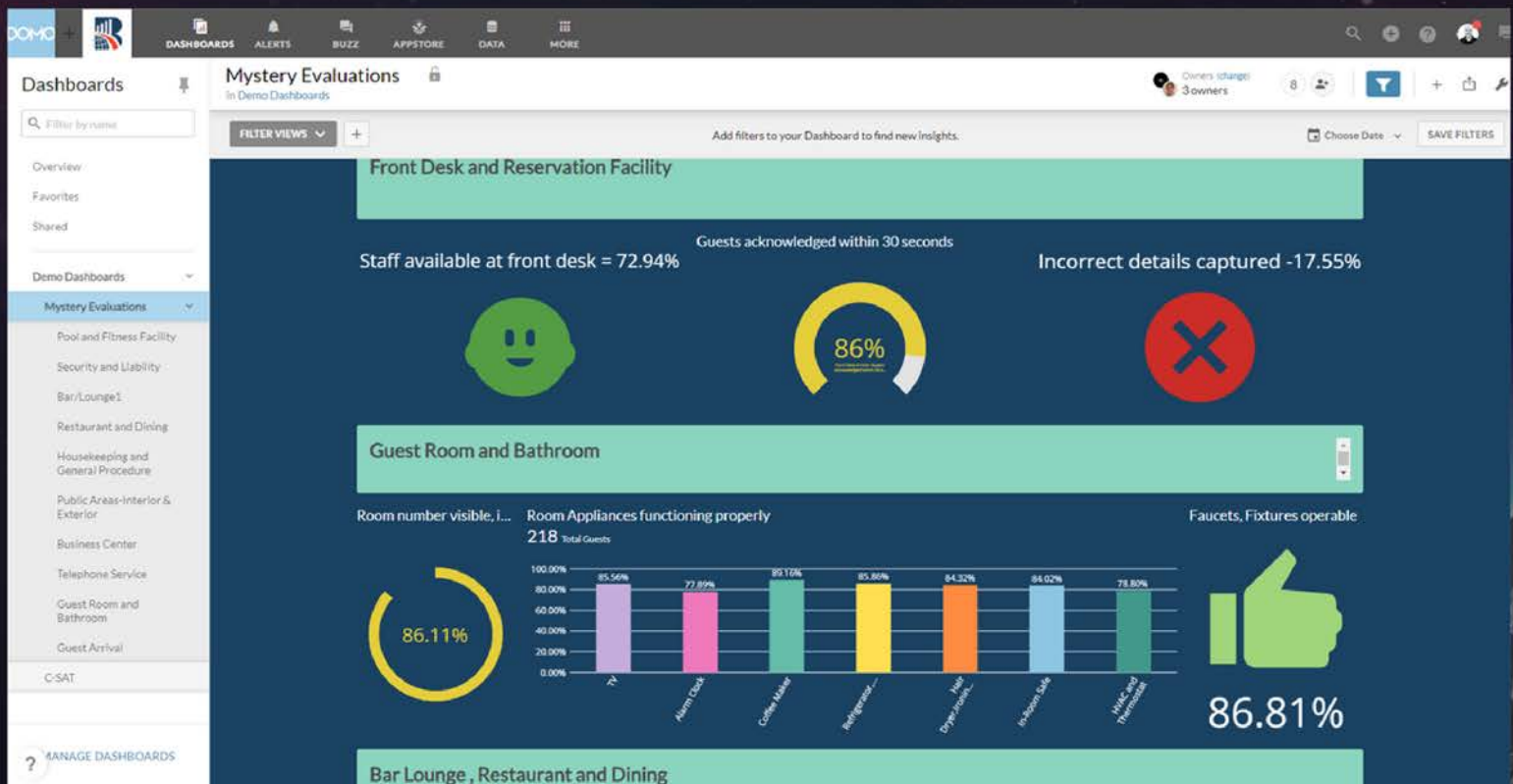
- Visualize the results of all your programs
- Enable comparison between regions, time periods, programs, and more
- Track your business on all levels of your choosing



# REPORTING: BUSINESS INTELLIGENCE

Build flexible models, surface highly relevant insights, and quickly distribute those insights across your organization with BARE's data analytics and reporting tools.

## Level up your reporting and dashboards.



Your live dashboard aggregates data across your program services – combining all brands and methodologies – for big data analytics and actionable insights.

- Designer dashboards & custom reports
- Unlimited KPI alerts via SMS and email
- 50+ end user access for your team
- Bring in your outside data and sales to further tell your customer and brand's story.
- Integrate sentiment and text analytics into advanced reporting dashboards
- Manipulate your data to see what's important to YOU
- Added insights and recommendations for even more analytics at your fingertips

# REPORTING: BUSINESS INTELLIGENCE

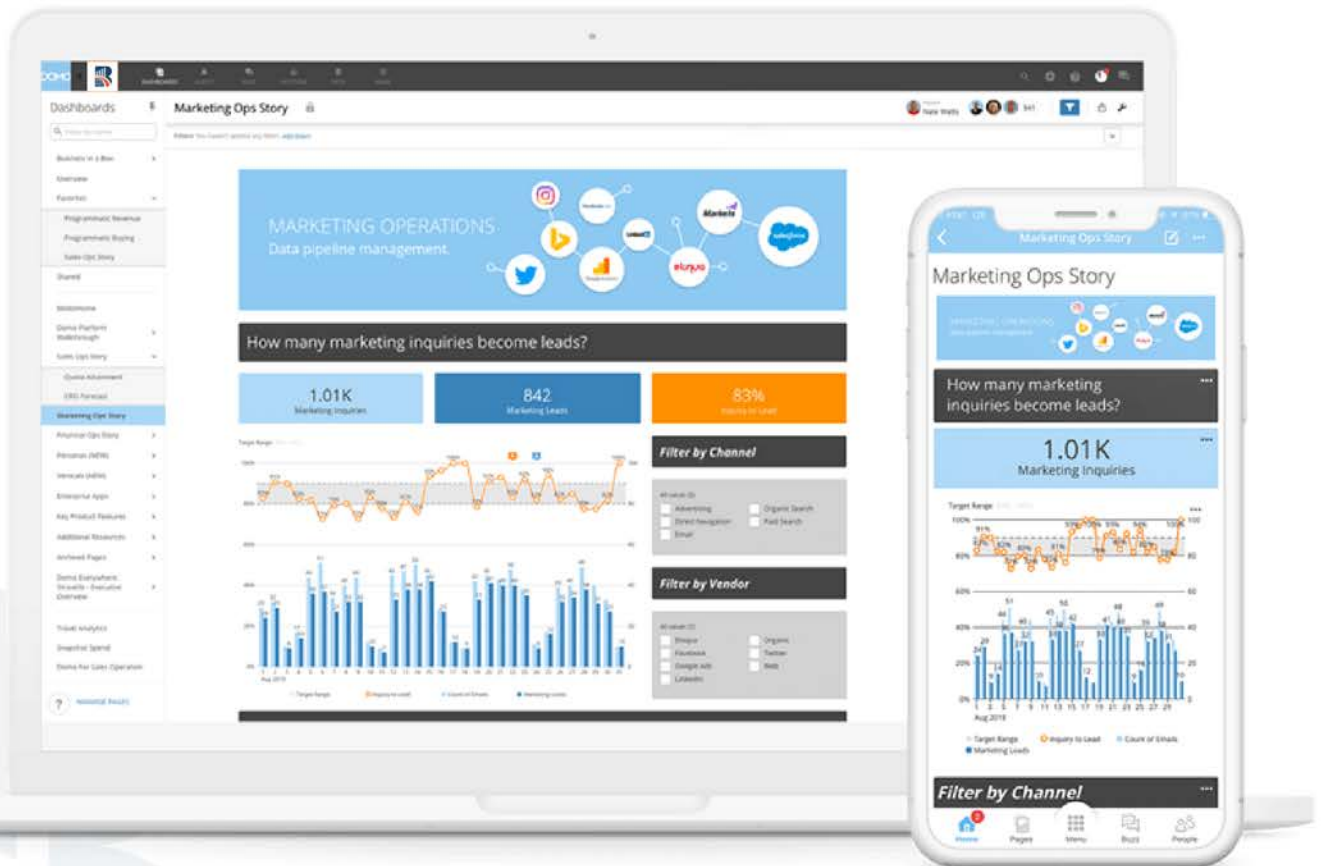
## Incorporate AI and ML into your workflows.

Manage by exception with automated alerts that signal need for action, even alerting people right on their phones.

- Keep up with trends with live analysis of trending topics throughout your organization.
- Leverage predictive insights in decision making through machine learning and data science tools, including automated data discovery and natural language queries.

Transform raw data into easy-to-understand visualizations to make data-driven decisions.

- Create curated data stories to share data, content, and insights through a connected narrative.
- Explore your data with interactive filtering to quickly find answers to business questions.
- Build live visualizations in minutes with over 150 chart types and over 7,000 custom maps.



# WHY GO BARE

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## IF YOU HAVE CUSTOMERS, BARE CAN HELP YOU.

Whether you call them customers, guests, patients, patrons, riders, fans or clients, BARE International can create a program to measure their experience interacting with your brand.

Every 2 minutes, a BARE evaluation or audit is completed by our field force of more than 500,000 evaluators. Using calls, clicks or in-person visits, the common thread of our services is always revealing the moment of truth when your customers interact with your brand.

Businesses like yours come to us to find answers, and stay with BARE because we build relationships and custom, long-term solution programs.

Our average client relationships last beyond 8 years, compared to an industry average of 2 years. This longevity allows us to really know and understand your business and its particular challenges.

**BARE International was born from the need for mystery customer research at the national and global level. Today, we set the industry standard as the largest independent provider of customer experience research, data, and analytics for companies worldwide.**

**Since 1987, we have built our reputation on innovation, ethics, and seamless client service management. BARE International is a family-owned business with global capabilities.**

**BARE is headquartered in the Washington, D.C. suburb of Fairfax, Virginia with ten offices around the world. On any given day, BARE International is doing research for clients in more than 150 countries, completing more than 50,000 evaluations each month.**



**We are also flexible and forward thinking, always creating new, innovative ways to help our clients succeed.**

**We believe that what we did yesterday, we shouldn't be doing today and definitely won't be doing tomorrow.**

**Change is constant, and we pride ourselves on being able to adapt, grow and lead the way into the future.**



**Go BARE: Discover the path to experience excellence.**

BARE International - US  
9990 Fairfax Boulevard  
Suite 115  
Fairfax, Virginia 22030

[www.bareinternational.com](http://www.bareinternational.com)



# 01.

## *Deliver*

# EXPERIENCE EXCELLENCE

### 1. **Mystery Shopping**

- 1.1. Methodologies
- 1.2. Video
- 1.3. In-Person
- 1.4. Virtual

### 2. **Surveys**

- 2.1. Feedback Surveys
- 2.2. Experience Surveys & Methodologies
- 2.3. Crowdsourcing: Microshop Surveys
- 2.4. Crowdsourcing: Customer Satisfaction (CSAT)

### 3. **Voice Of Customer (VOC)**

- 3.1. Online Reputation
- 3.2. Intercept Interviews
- 3.3. Focus Groups
- 3.4. Virtual Panels

# 02.

## *Achieve*

### **OPERATIONAL SUCCESS**

#### **1. Audits**

- 1.1. Quality / Brand Assurance, Retail
- 1.2. Cash Integrity, Food & Beverage
- 1.3. Hospitality & Gaming
- 1.4. BARE-Ify: App-Based Audit Checklist

#### **2. Employee Engagement**



# 03.

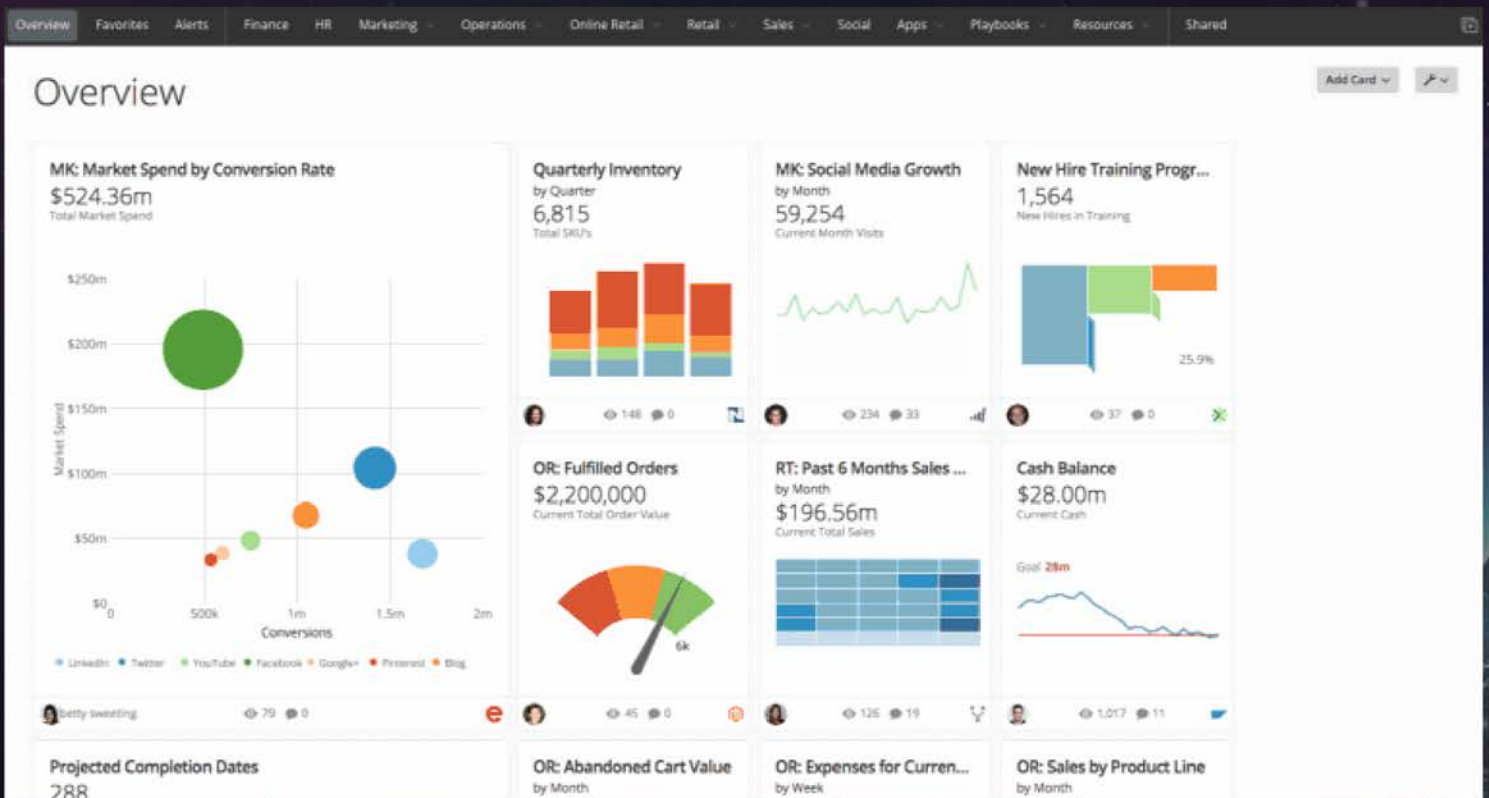
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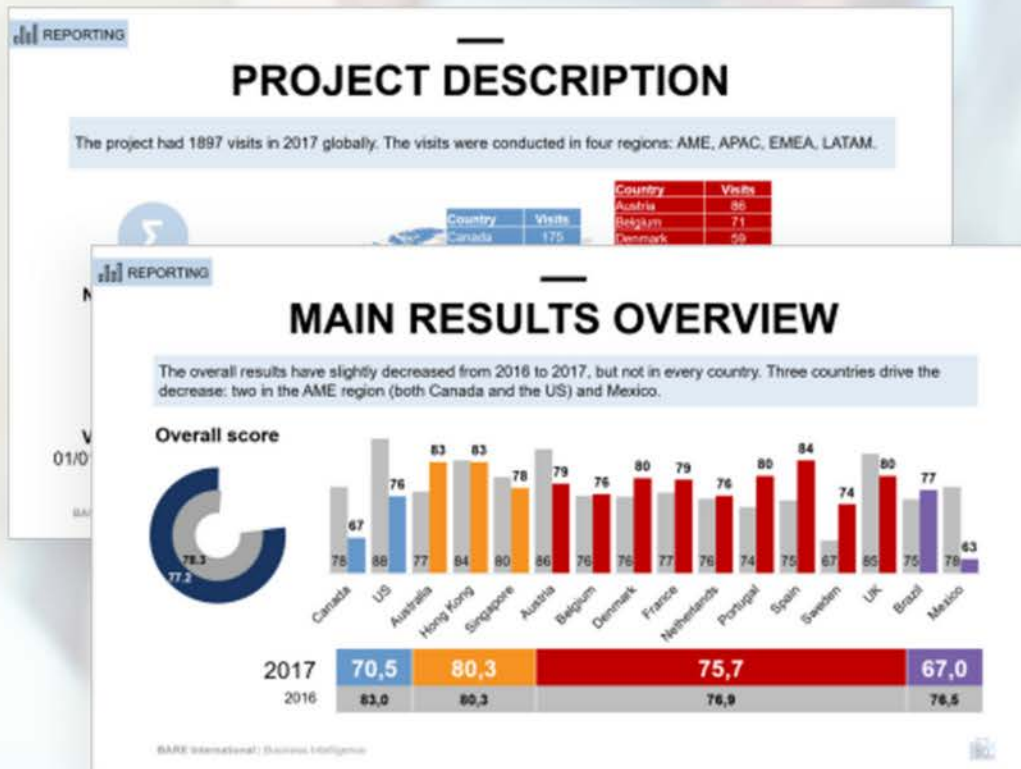


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# REPORTING: EXECUTIVE REPORTS

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- Understand the customer's journey with results-based visuals and narratives
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