



Rewarding Exceptional Service since 1996.

Since 1996, Service Scouts has been the nation's premiere mystery shopping and service improvement consulting company. We partner with our clients to develop service and operations solutions incorporating best practices, measuring expectations, realigning service drivers, motivating management, and employees to create an energy your patrons will feel, appreciate, and value.





OUR SERVICES

SCOUTING

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Much more than mystery shopping, Service Scouting allows you a unique perspective of your customer care in action.

SERVICE TRAINING

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Our Service Training program launched with the goal of creating World Class Service while providing a measuring tool for results.

PRIVATE INVESTIGATION

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Service Scouts offers background checks, pre-employment screening, employee fraud investigation, and more.

ACCOUNTABILITY

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Utilize the tools and reporting to effectively and objectively measure how successful your customer care program is.

CONSULTING

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Our distinct ability to assess your business through your customers' eyes allows us to guide you to World Class Customer Care.

REWARDS PROGRAMS

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Service Scouts can help you develop and implement an affordable Rewards program that will motivate your entire company.

SCOUTING

Service Scouting is much more than mystery shopping. As a powerful resource, we provide you with the tools to lead you through the continually changing landscape of the guest experience industry. We understand operations, technology, and research, and we know what it takes to manage a phenomenally successful program that you will trust. We understand credibility and integrity.

“I have known Jim and used his services for over 10 years. I have found the service and information provided to be very valuable in raising the bar at sports venues. Our staff has been energized and challenged by the process.”

– Scott Jenkins, General Manager, Atlanta Falcons, Georgia Dome & Mercedes Benz Stadium

EXPERIENCE AND REPORT

Our Scouting Services provide a client's eye view of how your company manages Customer Care. Their reporting on their experience provides you with tangible information from which to reassess your training and services. Our Service Scouting program enables our clients to:

- Understand exactly what customer delight-driver behaviors look and sound like;
- Align company-wide focus on improving the customers' experiences; resulting in retention and higher sales through an increased number of customer visits;
- Discover if customers are receiving consistently superior customer care at every location;
- Identify opportunities and gaps in training needs;
- Improve suggestive selling and provide customers the information they want; resulting in per caps and sales per customer improvements;
- Ensure compliance with legal requirements to maintain a positive brand image and avoid legal issues such as alcohol age compliance etc. And
- Scouting competitors and benchmarking your results with others in your industry.



OUR UNIQUE SCOUTING SERVICE OFFERS

VAST GEOGRAPHICAL COVERAGE. We have scouts in the locations you want shopped. Service Scouts empowers and utilizes over 25,000 certified scouts and Regional Quality Assurance Coordinators residing in your Marketplace responsible for your account.

In Nevada, mystery shops are conducted under our Private Investigator license.

CUSTOMIZED SURVEY. The structure of a Service Scouts shop is based on our proprietary software that is customized to meet your needs. We help you design an objective survey that measures the specific standards of what you train your staff to do. It's also flexible enough to include impressions of sub-contractors and/or outside agencies that are directly related to the customer experience of your facility and brand. A Service Scouts experience report enables you to pinpoint the attributes and behaviors proven to drive customer retention. We also have an effective human resource accountability piece attached to each shop which helps with rewarding, coaching and/or counsel performance found in each report.

QUALITY ASSURANCE COORDINATORS in your marketplace. We employ a Quality Assurance Coordinator residing in your market that you can meet with. They are responsible to recruit, train, and certify each scout as well as edit and distribute the shops and Management Summary Reports to you.

SCOUT DEMOGRAPHICS. We can assign scouts to that meet the demographics of your typical customer.

EXTENSIVE SERVICE SCOUTS TRAINING. Before our scouts visit your locations or call on your employees posing as customers, they will be trained, tested, and certified on your specific program. Our Scouts will know exactly what to look and listen for, and we will ensure that all of your employees/locations are evaluated objectively, consistently, and accurately.

ENGAGED, CONSCIENTIOUS SCOUTS. Our scouts are rated on each shop by our Quality Assurance Coordinators and held accountable for performance. Our scouts receive continual coaching and recognition to produce actionable feedback for you. We understand that our scouts are also our clients and our most important asset. Through consistent direct contact with our Quality Assurance Coordinators, we instill a high level of personal accountability and pride.

ONLINE ON-DEMAND DATA. All shops are emailed to only authorized management by department. Assessment reports are always available online 24/7 with your own customized portal to our software. You have many additional tools at your disposal when using our software including the ability to create your own summary reports, graphs, and comparisons in several different formats including ad-hoc.

SERVICE ALERTS. Immediate feedback even before the experience report is finalized communicated via email and/or phone to alert you of critical information found while Scouting such as: alcohol age compliance issue, safety, theft, employee misbehavior, injury, or security concerns, etc. Shops are completed and available usually within 24 hours or sooner.

Service Training by Service Scouts

Our Service Training program launched with the goal of creating the best guest experience in North America. It sought to define a vision of world class service while providing a measuring tool for results. Since 2013, our Service Training has evolved into a service platform that transcends the guest experience to a higher level.

Simple to **understand.**

Simple to **inspire.**

Simple to **measure.**

Simple to **transform.**

Our training covers a vision of service inspired by ownership, but brought to life through collaborative interdepartmental work. By providing actionable behaviors and standards of measurement, a culture of world class service is developed. The training program, specifically designed for the Sports and Entertainment industry, transforms culture by enhancing service levels which leads to lasting memories for fans. This service enhancement leads to increased retention rates and sales.

“The team at Service Scouts is thoughtful, diligent and experts at what they do. We have worked with the Service Scouts team alongside several mutual clients and can say that without a doubt their work produces better team members, better service experiences and better organizations.”

– Sam Caucci, Founder & CEO, 1Huddle



Customized service training program specifically designed for the **Sports and Entertainment Industry**

Designed to **enhance service levels** and make **lasting memories for fans**

Increase sales through **enhanced retention rates** of fans and season ticket buyers

Provides **actionable behaviors** as well as **standards of measurements** for the delivery of world class service

PRIVATE INVESTIGATION

Service Scouts is now a licensed private investigation firm expanding mystery shopping, business consulting and training services into Nevada and offering background checks, pre-employment screening, employee fraud investigation and more. Learn more about how Service Scouts can help protect your company with our new Private Investigation services. NV License # 2604

PRIVATE INVESTIGATION SERVICES

- **Background Checks Service** Scouts can perform background checks and asset searches. Certified with the FCRA, our detectives are experts in conducting thorough background checks. Our recovered data provides employers with critical information that can be used when choosing to hire, partner, or work with another individual in any capacity.
- **Pre-employment Screening** Although most businesses have high standards, they are also challenged by limited resources and frequently need to move quickly when the time comes to make a hire yet each applicant and employee adds business and security risk. Fortunately, Service Scouts can perform pre-employment screening on applicants and employees is an effective way to discover potential issues that could affect your business.
- **Employee Fraud Investigation** Statistics prove a typical organization loses five percent of its revenues to fraud each year. Small businesses are the most susceptible to theft due to lack of effective internal controls. Service Scouts can investigate and analyze suspicious employee activities.



NEVADA MYSTERY SHOPPING

In most states, there is no special training or licensing for providing mystery shopping services. However, that is not true for the State of Nevada. Service Scouts has obtained a Nevada Private Investigator license so that they can provide mystery shopping services in Nevada.

REWARD PROGRAMS

Are you rewarding employees, departments, and all levels of management for exceptional service? All of our clients do! We can help you build and develop an affordable Rewards program that will motivate your entire company from the entry level employee to your CEO. We have many examples and suggestions that have proven effective for all of our clients.

“We’ve been extremely pleased with your company’s services. The program has been beneficial and well received by staff and management; a very useful tool in our efforts toward ever-stronger customer service.”

**– Joe Durr, Event Services Manager
Portland Center for the Performing Arts**



RECOGNIZE AND REWARD

CELEBRATE INDIVIDUAL & DEPARTMENTAL ACCOMPLISHMENTS!

- Set up incentives and provide immediate recognition for all 100% employee performances. Our clients use cash, “Service Bucks”, lapel pins, movie tickets, and other specially designed rewards that are affordable and motivational.
- Celebrate 100% performances in gatherings/ meetings and in front of peers.
- Set goals for all managers, departments, and independent contractors utilizing Service Scouts data as part of their discretionary bonus compensation.
- Include language in service agreements with outside contractors for their compensation levels, based on Service Scouts data. Many of our clients have experienced remarkable results in using our Service Scouts data to hold each contractor accountable.
- Set up goals and incentives for the best departments/vendors such as pizza parties, movie tickets, ski days, theme parks, bowling outings, picnics, etc.

COMMUNICATE SERVICE

- Set up “Service Scouts Bulletin Boards” in all departments. Post all 100% shops, and post all positive management summary reports.

CONSULTING

Our Founder and President, Jim Smith is an expert in business operations and customer care. He has a distinct ability to see your business through “customer eyes” and provide solutions. Jim is passionate about serving his clients and guiding them to World Class Customer Care. All of Service Scout’s clients have shown significant improvement in customer care.

QUANTIFY AND GUIDE

Through the various steps of our Consulting Service, we will investigate assets and develop goals for your company:

- **Service Discovery.** Scout typical guest experiences before notifying any employees or management to determine where you are now as a base to start from. Then we develop and customize a Scout Survey that measures what you train and meets your specific needs by job class, facility, and total operations.
- **Signature Service.** Great companies and businesses have it! Do you have it? What are you proud of? What sets you apart from your competitors? Let’s create that intrinsic value and WOW your customers! We have many ideas for all areas of operations that your employees can easily perform.
- **Industry Data.** We will share our Service Scouts data within similar industries, venues, and markets comparing your performance against like business, departments, job classes, etc.
- **Annual Service Analysis Review.** We will review all your Service Scouts data, prepare an Executive Summary Presentation and meet with your management team. Being that we work with a myriad of industries we can provide some best practice ideas and will consistently provide suggestions to “Raise the Bar on Customer Care” every fiscal year.

“Empire Golf has been a client of Service Scouts since 2006. The Evaluation Report that Service Scouts has customized for Empire Golf is a valuable tool that reflects our companies customer service standards, and allows our management team and staff to assess our products and services in the eyes of our customers. Coupled with a staff rewards program, it has been a positive experience for both management and staff, and has increased our customer service ratings and awareness.”

– Rod Metzler, President, Empire Golf Inc.





“Over the past six years, we have undergone some incredible transformations - our hockey team, our arena, and our commitment to the community. But the achievement I am proudest of, is how we have been able to transform our customer service. I am honored when our season ticket members, guests and corporate partners tell me how great our guest services team has become. “

– Jeff Vinik, Owner, Tampa Bay Lightning and Tampa Bay Storm

ACCOUNTABILITY


If you don't measure what you train, how do you know how effective your training program is? Utilizing our Service Scouting Recognize and Reward Program you can effectively and objectively measure everything! We have the proprietary software to provide the flexibility of asking your questions; Reporting mechanisms and tools to give you the data feedback that will be the foundation of your World Class Customer Care. If we don't have what you need we will develop it, create it and/or find it!

Analyze and improve your customer experience with Service Scouts Mystery Shoppers.

MEASURE AND ASSESS

With our Accountability Services you will be able to quantify your organization's Customer Care and with the data we provide develop strategies to improve and reward:

- Utilize Scouting data to Recognize and Reward 100% Performances;
- Utilize Scouting data to determine which employees need coaching and counseling;
- Utilize Scouting data to determine which locations and departments are underperforming;
- All Management Summaries designed to be actionable;
- Service Alerts! Immediate feedback even before the Shop is finalized. Service Alerts are communicated via your requested correspondence method to alert you of critical information while Scouting such as an alcohol age compliance issue, safety, theft, employee misbehavior, injury, security concerns, etc.;
- Each Assessment Report has a human resources aspect to be used for recognition and/or counseling for both management and employee sign-off for each area observed;
- Utilize Service Scouts data to determine discretionary bonuses with all management employees! And,
- Many of our clients are holding their sub-contractors accountable with written agreements to perform based on Service Scouts data.

The background image shows a busy coffee shop environment. In the foreground, a woman with dark hair tied back is looking down, possibly at a menu or a device. To her right, a man with a beard and a plaid shirt is looking towards her. In the background, another person is partially visible. The counter is cluttered with various items, including coffee-making equipment, a potted plant, and some containers. The overall atmosphere is warm and professional.

“Working with Service Training has transformed my business. The proprietary tools developed by Service Training allow me to measure and therefore improve team member engagement and overall guest satisfaction. The results to my bottom line are significant with lower employee turnover and double digit revenue growth.”

– Emily Harrington, CEO, Tropical Smoothie Café

Contact Us

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SERVICE  SCOUTS
YOUR GUIDE TO WORLD CLASS CUSTOMER CARE
— Since 1996 —

ServiceScouts.com