



Leading companies and brands recognize that there is a direct link between creating customer value and delight and generating loyalty, advocacy and sales. Given today's demanding customer, no business can afford a gap to exist in the promise of a quality experience versus its actual delivery in the marketplace. To meet this need, LRA provides proven Quality Assurance, Auditing, Inspection and Mystery Shopping services and strategies designed to provide critical information from your customer's perspective about your brand, your people, your services and your products. QualTracSM is LRA's proprietary quality assurance platform that provides all of the quality assurance processes, measurement and reporting your company needs. QualTracSM combines a rigorous inspection measurement methodology with innovative Web-enabled technology that closely monitors performance and provides quick results. Our QA programs help answer the following questions:

- How are your customer's really being treated?
- Are your people and your facilities operating in compliance with your product and service standards?
- Is the brand experience consistent from location-to-location?
- Based on priorities, how do we best allocate our limited capital?

Quality Assurance, Auditing, Inspection and Mystery Shopping Programs

For twenty-five years, LRA has been providing leading companies and brands around the world with innovative, customized quality assurance programs, inspections, quality audits and mystery shopping programs. We manage all aspects of the QA process, including:

- Program Design
- Implementation and Field Work
- Reporting and Analysis
- Compliance with corporate standards, procedures and policies

Program Design

LRA has extensive experience designing QA programs customized to meet specific needs of clients in diverse industries and sectors. We design programs around the most important drivers of customer satisfaction and loyalty for your business. We help you see your business from your customer's eyes. Based upon our understanding of your market position, your brand promise, and your standards, we identify the various attributes of your brand experience that need to be measured. Brand attributes that we measure can include:

- Customer service delivery (friendliness, responsiveness, resourcefulness, product knowledge, name recognition)
- Product quality, cleanliness, maintenance and functionality
- Brand identity, graphics and signage compliance
- Compliance with marketing and customer loyalty/frequency programs

LRA QA programs can even be designed to support a broad range of quality and continuous improvement concepts, including Six Sigma, Zero Defect and Gap-to-Perfection. We can also design competitor shops, which take a closer look at your direct competition and show you where you stand in comparison.

Implementation and Field Work

LRA employs consultants, auditors and shoppers with practical experience and extensive knowledge in the various sectors that we service. Every year, LRA consultants perform in excess of 3,000 audits, inspections and shops worldwide in a variety of industries and sectors. We are able to quickly and efficiently respond to client projects anywhere in the world. Each LRA consultant receives extensive training in the client's business, the QA process



deployed, scoring methodology, timelines and reporting requirements. Typically, LRA client's participates in ongoing team meetings to better align interests and discuss hot topics. At LRA, we rely on a variety of statistical metrics to periodically review inspection scores and ensure that each consultant is performing their work consistently and objectively.

The actual on-site mystery shop, audit or inspection can be designed as an anonymous mystery shop or as an interactive inspection process between the LRA consultant and facility representatives. When inspections and shops are performed on an interactive basis, LRA consultants will provide the client with “live” on-the-spot observations, scores, training, and share Best Practices to promote the continuous improvement process. Typically, facility management will accompany the LRA representative on the facility walk-through. At the completion of the audit, inspection or mystery shop visit, the LRA consultant can debrief the client in-person regarding scores and results, or simply exit the facility on an anonymous basis, sending the final report to the client.

Reporting and Analysis

LRA's proprietary QualTracSM process utilizes advance data capture, analysis and reporting tools built on the full suite of Microsoft products, including SQL Server. Each system is custom-designed for each client and can be integrated with other databases, such as Oracle, or engineered for use in handheld operating systems for data collection. Every line item inspected and measured is tagged and referenced in the database, allowing for easy data extraction and flexible Web-based reporting.

We provide clients with access to a password-protected Web site, accessible via the clients' Intranet or Extranet, that offers instant access to audit results, scores, trending analysis and more. We compare and correlate audit and mystery shopping scores with customer satisfaction survey scores to pinpoint the operational and behavioral issues that are preventing Top Box performance. We provide clients with Management Action Plans specifying the steps necessary to resolve deficiencies, eliminate gaps and improve performance, as well as responsibilities and milestone dates. In selected industries, LRA can even provide benchmarking data that can help compare your performance versus industry competitors.

Property ID	Property Name	Evaluation Date	OVERALL SCORE	MEMBER SMP	Integrity BIA Combined	Monthly Results
4211	The Grand Dakota	3/1/03	92.34%	41.54%	98.39%	100.00%
4223	Integrity Hotel Grand Rapids East	1/30/02	93.17%	76.92%	99.21%	100.00%
4223	Integrity Hotel Grand Rapids East	3/10/03	83.00%	100.00%	99.60%	100.00%
4239	Integrity Hotel Grand Rapids Airport	1/29/02	65.00%	76.92%	94.67%	100.00%
4239	Integrity Hotel Grand Rapids Airport	2/10/03	70.00%	74.62%	99.60%	100.00%
4616	Integrity Hotel La Jolla	2/10/03	78.00%	43.54%	94.60%	100.00%
4633	Integrity Inn Mackinac Airport	2/20/03	84.00%	73.27%	85.12%	100.00%
4640	Hotel Integrity Mt. Pleasant	1/29/02	82.00%	54.62%	91.89%	100.00%
4651	Integrity Diamond	2/5/03	87.00%	54.62%	95.71%	100.00%
4676	Integrity Inn Detroit	2/10/03	90.00%	69.23%	92.60%	100.00%
4705	Integrity Detroit	1/29/02	85.13%	100.00%	99.60%	100.00%
4722	Integrity Hotel Massachusetts	1/29/02	64.54%	76.92%	98.54%	100.00%
4723	Integrity Hotel Parkersburg	1/30/02	84.36%	54.62%	99.21%	100.00%
4725	Hotel Integrity Middletown	2/4/03	71.00%	54.62%	99.21%	100.00%
4733	Integrity Inn Birmingham Airport	2/4/03	61.44%	100.00%	94.21%	100.00%
4738	Integrity Crestler	2/5/03	83.80%	69.23%	92.71%	100.00%
4737	The Plaza	2/5/03	92.32%	41.54%	94.63%	100.00%
4740	Integrity Suite Woodfield Manor	1/30/02	85.00%	100.00%	99.60%	100.00%
4752	Integrity Inn Southgate	2/4/03	69.00%	43.54%	99.20%	100.00%
4787	Integrity Manager	2/4/03	85.61%	100.00%	100.00%	100.00%

Benefits - Why invest in LRA's Quality Assurance Solutions?

An effective quality assurance program provides the following benefits:

- Helps you “see” your brand experience through the eyes of your customer
- Identifies deficiencies and weaknesses, and provides a pathway for eliminating gaps and improving performance
- Because a company cannot improve or manage what's not measured, LRA QA programs provide a detailed and rigorous measurement process that helps you track progress and identify trends
- Web-based reporting provides instant access to inspection/shop results, allowing you to react and respond quickly



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LRA. It's all about the experience!