

## What Is AboutFace™?

AboutFace™ is a company dedicated to helping CEOs and their leadership teams win by understanding and improving the customer experience of their organizations. By delivering research, training, consulting and business solutions, we impact our clients' organizations in specific, profound and measureable ways.

## Why Do Clients Hire Us?

- Need to hold people accountable for key behaviors of their sales, service or support teams by using secret shoppers to evaluate and reinforce best practices and compliance measures.
- Want help defining strategy to re-engineer their business to engage and reinforce loyalty.
- Desire to understand their industry, competition, advertising or pricing trends in order to stay competitive.
- Expand the performance of their people to become A-Players.
- Aspire to engage their employees in being more involved in their company's success.

## How Do We Help Our Clients?

We build authentic relationships where we can discuss the challenges, issues and aspirations of our clients. And we teach those we work with about business intelligence, behavioral performance improvement and customer and employee experience. We do this by providing:

- Great people to work with.
- Actionable, proprietary tools and integrated people management systems.
- Practical education that produces results.
- Accurate business intelligence that opens up conversation and creates insight.

## Who Are Our Typical Clients?

We look for clients with a passion for where they want to go, and the courage to make changes to get there as well as Fortune 1,000, government entities and growing entrepreneurships of \$15,000,000 or more in revenue.

## How Are We Different?

- CEOs and senior leaders appreciate our unique level of candor in doing business.
- Our A-PLAYERS ONLY commitment has cultivated a team of great people to work with. Our people are creative, detail-oriented problem-solvers who also know how to have fun!
- We create branded solutions that solve business problems. See our offerings of branded products at [www.aboutfacecorp.com](http://www.aboutfacecorp.com)
- We have a suite of tools, resources and partnerships that deliver measurable results quickly and effectively.
- We are transparent in our way of doing business. You'll always know our current satisfaction rate, how we are working to improve, etc.