



Nearly all retailers are savvy enough to say,  
**“Our people are our most important asset.”**  
 But few companies truly act according to this belief.

Compare results  
to norms from  
RFG's Retail  
Culture Survey™

Distinct norms  
for store, support,  
and distribution  
environments

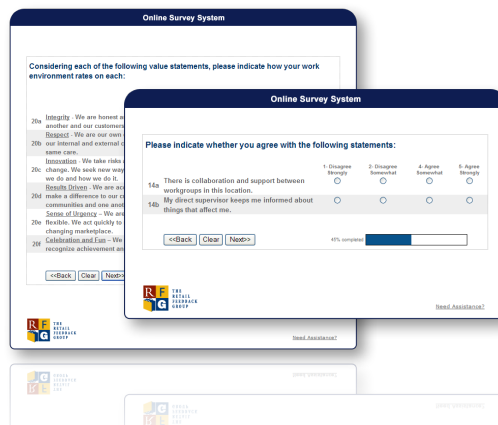
See Reverse for  
Key Benefits

**Frontline Feedback™** is a progressive survey tool that generates actionable feedback from employees at stores and in support/distribution environments. This holistic feedback system enables personnel to provide feedback from multiple perspectives: as internal customers (employees), as external customers (shoppers), and as evaluators of operational and merchandising initiatives.

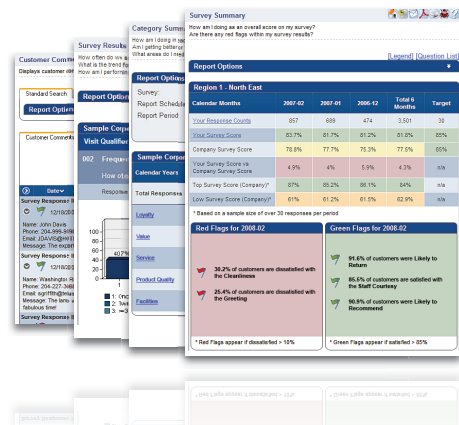
### How does it work?

- Employees receive periodic invitations (typically quarterly) to complete a **Frontline Feedback™** survey
- An appropriate participation incentive encourages a high response rate
- The survey can accommodate open- and closed-ended questions (e.g., ratings, multiple choice) with branching and follow-ups for low ratings or selected responses
- Results and verbatim comments are accessed through the **Online Knowledge Management Console™**
- Reports are available by location and rolled up for each level of the company

### Survey Sample



### OnlineKMC Sample Reports



In order to have frontline employees who are motivated and satisfied,  
**you must provide a vehicle for their voices to be heard.**



Important  
insight into  
“what’s really  
going on”

## Frontline Feedback™ Key Benefits

- Confidential employee feedback provides important insight into “what’s really going on” at your stores and support locations
- Quarterly methodology provides fluid information needed for HR, operations, merchandising
- Web response portal and **Online Knowledge Management Console™** minimize HR resources for survey administration, tabulation, and reporting
- Report integration with **Constant Customer Feedback™** system provides central platform for stakeholder feedback



Contact **The Retail Feedback Group** at **1-800-600-6084** for more information on how **Frontline Feedback™** can help your business today.