



second to none

# Fact Sheet

## WHO WE ARE

**Second To None is a multi-disciplinary customer experience optimization agency.**

**Based in Ann Arbor, Michigan, our proven solutions support customer-focused organizations in consistently delivering authentic brand experiences, outmaneuvering the competition and achieving their full potential.**

## WHAT WE DO

We obsessively and passionately help brands become legendary. We assist Fortune 1000 brands and emerging companies seeking to become the leaders of tomorrow in measuring, understanding and optimizing their brand performance across all points of customer interaction. Our work is part science, part psychology, part technology and part consultation—all focused on authentically connecting companies and their customers.

## HOW WE DO IT

Using a North American field force of over 200,000 Customer Experience Auditors, we deploy trained and certified field researchers into your brand environment, to observe, listen, evaluate and engage with your associates across all customer touchpoints—in-store, online and by phone. Findings are collected, analyzed and streamed on demand, allowing client stakeholders to integrate results into their decision-making, recognize and reward exceptional service, and expertly understand areas for operational and service improvement.

We enter into each client engagement with a flexible, responsive and customized approach, supported by a four step methodology for ensuring optimal success:

Discover	Define	Design	Deliver
<b>Research and analysis</b> <ul style="list-style-type: none"><li>• Brand promise evaluation</li><li>• Management interviews</li><li>• Experience mapping</li><li>• Service standards review</li><li>• Develop project plan</li></ul>	<b>Explore solutions</b> <ul style="list-style-type: none"><li>• Engage client stakeholders</li><li>• Outline long term priorities</li><li>• Establish solution framework</li><li>• Outline reporting needs</li><li>• Determine analytics flow</li></ul>	<b>Develop best-fit program(s)</b> <ul style="list-style-type: none"><li>• Field research set-up</li><li>• Client pre-launch orientation</li><li>• Rigorous program testing</li><li>• Feasibility and validation</li><li>• Finalize tools and processes</li></ul>	<b>Implementation</b> <ul style="list-style-type: none"><li>• Ongoing field research</li><li>• Analytics and reporting</li><li>• Improvement action plans</li><li>• Executive presentations</li><li>• Ongoing enhancements</li></ul>

## PRACTICE AREAS

### Customer Experience Management

Multi-channel Customer Experience Measurement  
(In-store, Phone-based, Online, Kiosk, Drive-Thru)  
Competitive Benchmarking  
Operational Compliance Audits  
Site Presentation & Merchandising Inspections  
Product Knowledge, Sales & Pricing Evaluations  
Product Demonstration Audits

### Customer Satisfaction Measurement

Online Customer Satisfaction Surveys  
Interactive Voice Response (IVR) Solutions  
Customer Intercept Interviews  
Employee Workplace Attitude Surveys

### Consulting

End-to-end Customized Solution Design  
Brand Experience Strategy Design  
Analytics, Reporting & Presentations  
Online Reporting Console

### Specialty Services

Youth Brand Evaluator Network (12-18 yr. olds)  
Hispanic Consumer Insight Resources  
Audio Recorded Evaluations  
Digital Image Capture Audits  
Timing & Speed of Service Measures  
Product Temperature & Weight Measurements

## WHO WE WORK FOR

Second To None's clients represent companies of every size, across many different sectors. We offer experience in these industries: banking, consumer goods and services, convenience stores and service stations, government, grocery, health-care, fashion, hospitality and resorts, financial and professional services, insurance, luxury goods, retail, technology, mass merchandise & specialty retail, restaurants (quick serve, casual & fine dining), media and entertainment, travel and others.

## CLIENTS

Second To None works for a select group of deeply committed clients. Here is a sample of those we work with now, or have worked with in the past:

Borders Group	Cingular Wireless	Princess Cruises
Bose Corporation	FedEx Kinko's	Starbucks
CHANEL	Hard Rock Café	Target Corporation
Citibank	HEB Supermarkets	T-Mobile
Expedia	Houston's Restaurants	U.S. Postal Service
ExxonMobil	Patagonia	Whole Foods Markets

## OUR HISTORY

Jeff Hall founded Second To None in 1989, and over the past two decades, we have consciously grown into a highly respected agency focusing on the unique needs of organizations with a desire to create inspiring brand experiences for their people and customers.

We continue to be led by our founder, who oversees our vision and strategic expansion. Jeff has most recently served as the President of our industry's international trade association (Mystery Shopping Providers Association), as a Director of the MSPA Global Council, and concurrently serves as CEO of IMSA, a global consultancy comprised of international research providers.

Ernst & Young recognized our firm in 2003 with the Entrepreneur of the Year Award (Michigan), *Crain's Detroit Business* has profiled Jeff as one of the region's 40 Under 40 business leaders, while print, radio and tv media, including the *Wall Street Journal*, have featured our agency for its work.

We are large enough to serve national and international accounts, yet nimble enough to provide unwavering focus and attention to our clients' needs. Our integrated solutions provide the tools, our people provide the strength, and our relationships forge the energy and passion to get our clients to the next level of performance. Consumers are starved for memorable brand experiences and we have learned what it takes to provide them. The result is loyalty, profitability and enhanced shareholder return.

### GLOBAL AFFILIATE OFFICES

Second To None is a managing partner of the International Mystery Shopping Alliance (IMSA), based in London, UK. The IMSA serves as a single resource to global brands desiring to measure their performance wherever they do business around the world. IMSA represents over 700 employees working across 26 offices providing customer experience measurement solutions in 125+ countries. IMSA's 500,000+ brand evaluators currently conduct over 2,000,000 site visits annually. For more information: [www.theimsa.com](http://www.theimsa.com)

#### North America

Atlanta  
Calgary  
Detroit  
Houston  
New York  
San Francisco

#### Western Europe

Amsterdam  
London  
Madrid  
Paris  
Rome  
Stockholm

#### Middle East

Dubai  
Lahore

#### Asia Pacific

Singapore  
Mumbai  
Tokyo  
Sydney

#### Latin & South America

Buenos Aires  
Mexico City  
Santiago  
São Paulo

#### Eastern Europe

Athens  
Estonia  
Kiev  
Moscow  
Prague

### USA

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