



LRA Worldwide, Inc. is a leading provider of performance measurement services in the hospitality and gaming industries. We employ a variety of innovative field- and survey-based data collection methodologies to help our clients not only better understand the guest experience they are currently delivering...but how to enhance it in the future. We don't stack reports – we deliver data and analysis designed to have a meaningful, actionable impact on the guest experience via a comprehensive approach to performance improvement.

Whether you are the CEO looking to improve performance across an entire portfolio, a marketing executive hoping to understand how to attract and retain high-value players or a Human Resources/Operations manager seeking immediate guest feedback and tools to improve associate performance, LRA can design the solution that works for you. Review the offerings described below and contact Zach Conen at +1.215.449.0304 to learn more!

Quality Assurance Evaluations	Mystery Shopping Programs	TrueView™	Strategic Research
<p>LRA's full-time hospitality consultants understand your brand and your standards, and can provide performance evaluations on site. Ideal for conducting:</p> <ul style="list-style-type: none"> <li>• Diagnostic Assessments</li> <li>• Brand Assurance/ Compliance Audits</li> <li>• Consultative Assessments</li> </ul>	<p>LRA trains and certifies its network of shoppers on your specific needs, allowing for focused operational data collection efforts. Perfect for measuring:</p> <ul style="list-style-type: none"> <li>• Service Delivery</li> <li>• Food &amp; Beverage Outlets</li> <li>• Specific Hotel &amp; Casino Amenities/Offerings</li> </ul>	<p>When data is difficult to collect via traditional mystery shopping, LRA recruits and trains "shoppers" from your customer base. An ideal instrument to measure:</p> <ul style="list-style-type: none"> <li>• Loyalty Program/Player's Club Tier Status</li> <li>• "Member's Only" Experiences</li> <li>• VIP Amenities/Offerings</li> </ul>	<p>LRA's guest, player and employee research combines seamless data collection with dynamic reporting and in-depth analysis. Perfect to measure and understand:</p> <ul style="list-style-type: none"> <li>• Guest &amp; Player Loyalty</li> <li>• Employee Engagement</li> <li>• Your "Emotional Connection" with guests... and its financial impact</li> </ul>



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These clients look to LRA to help measure and enhance the guest experience:

