

Your Integrated Retail Performance Platform

REX (Retail **EX**cellence) by Retail Doctor Group is a subscription-based digital retail performance and operations platform that guides retailers to improve consistency, execution, compliance, and productivity across every store and region, nationally and internationally.



Your portable regional manager



Reduce overhead



Deliver consistent results



Drive efficiency



Since 2005

We have partnered with our clients to build powerful, award winning, sustainable, and “fit” implemented retail.
We help clients achieve lasting success.



REX combines practical retail capability with real-world implementation expertise — helping retailers not just learn, but execute.

Ben Kearney
CEO — Australian Lottery & Newsagents Association (ALNA)



The REX Program delivered a measurable uplift in sales capability and customer experience across our business.

Peter Sinodinos
CEO — Amber

REX Flexible Performance Product Menu on your device

Select the components you need or deploy them as one connected dashboard.

01

Store Operational, Visual Merchandising, Compliance Checklists



02

Tailored Mystery Shopping



03

Digital Customer Experience (NPS)



04

RDG Retail Academy Training Modules & Workshops

05

Insight Dashboard Metrics (Sales/ATV/IPS)



06

Learning Management System (LMS) Hosting for your data



07

Scorecards and Leaderboards

Client Rep	Training	Mystery Shopping	Compliance
Sales Rep 1	27	57	n/a
Sales Rep 2	39	73	77
Sales Rep 3	n/a	84	n/a
Sales Rep 4	37	76	61
Sales Rep 5	41	77	69
National Score	40	73	75



08

Automated Performance Action Plan



One connected Platform. Endless performance possibilities.



Real-time Insights



Data-driven Decisions



Measurable Results



Stronger Teams. Better Performance

REX Video walkthrough

Watch to understand REX in just two minutes



Introducing REX | Retail EXcellence by Retail Doctor Group

Retail performance needs more than sales tracking

See what's happening across every store — and what to do next.

01

knowing **what** is happening across every store, where execution is falling

synthesia

The video player displays a smartphone with the REX Retail Excellence Dashboard. The dashboard includes a top summary with sales figures (\$52,300, 18.5%, \$47,200, 3.2), a 'Total Top-Line Items' section with a line chart, and a 'Key Performance Indicators' section with various metrics. A woman is speaking in the foreground, and a play button is overlaid on the video. The background of the video is a blurred retail store interior.

REX Platform Features

A Regional Manager in the palm of your hand



VISIBILITY

- Live view of store and team performance across the network
- One connected view across mystery shopping, compliance, training, and sales.
- Live visual evidence of store execution and compliance.



ACTION

- Faster identification of performance gaps and priority actions by store and region.
- Performance rolled up by store, region, and network against benchmarks.
- Turns performance gaps into tactical actions, responsibilities, timelines, and KPI targets.



IMPACT

- Faster onboarding and capability uplift for new and existing team members
- Higher productivity and scalable support for programs, campaigns, incentives, and broader performance initiatives
- Clear action plans showing what needs to change, who owns it, and how impact will be measured.



AI-Powered Performance Engine

REX uses AI-assisted insight mapping to connect mystery shopping, compliance, NPS, training, and sales data, then converts performance gaps into tactile operative action plans with owners & timelines – to deliver a measurable impact.

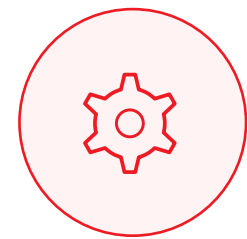
REX Platform Benefits

Unlock consistent retail excellence across every store



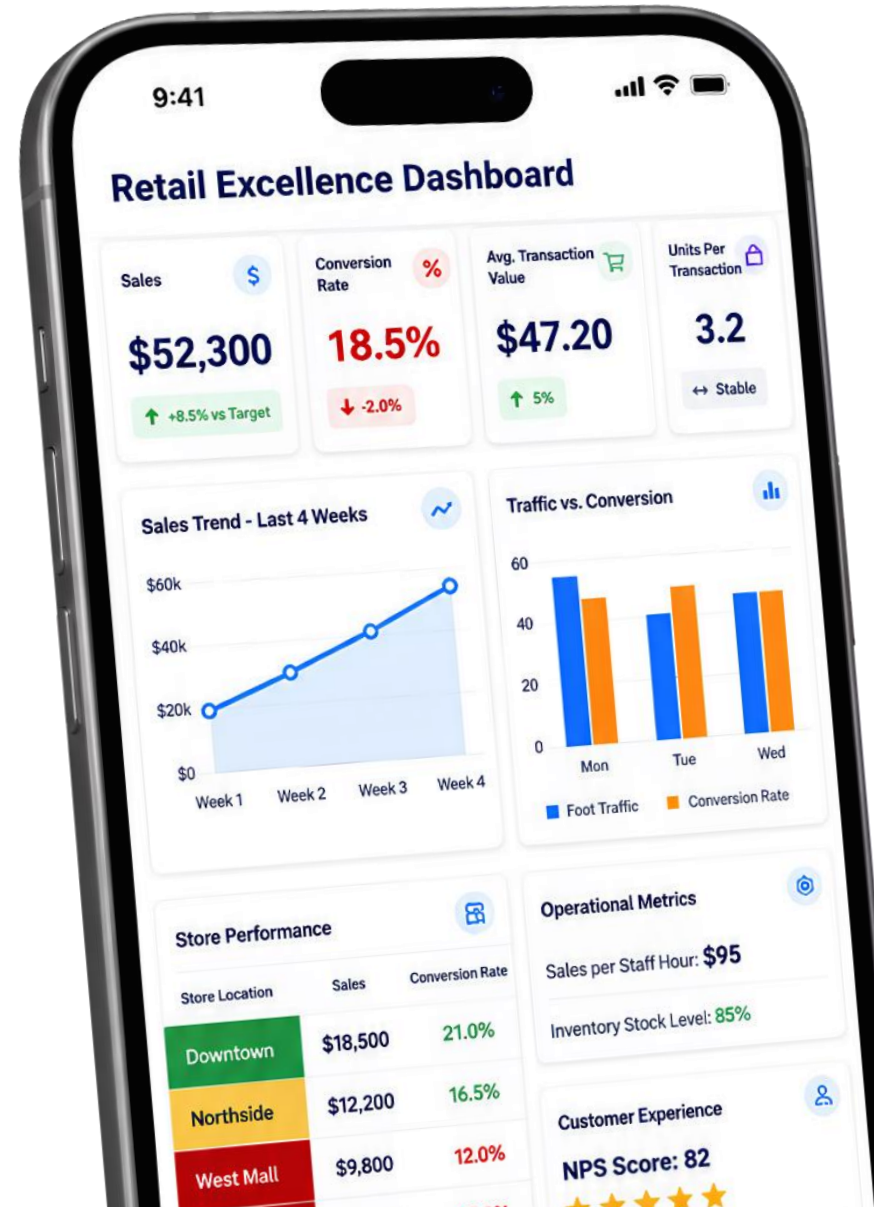
Drive greater compliance and consistency

Ensure every store executes the right standards, processes, promotions, and customer experience— creating a more consistent brand experience across the entire network.



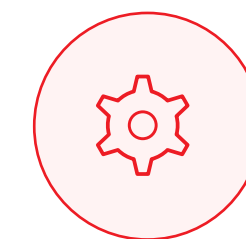
Improve team productivity and operational efficiency

Reduce wasted effort, streamline store operation, and focus teams on the activities that have the biggest impact on sales, customer outcomes, and business performance.



Increase sales, margin, and customer satisfaction

Identify performance gaps early, improve sales execution, and lift service standards to convert more customers, grow basket size, and improve profitability.



Turn insight into accountability & measurable improvement

Provide leaders with real-time visibility into execution, compliance, sales and service performance— enabling faster action, accountability, and continuous improvement across the network.



Turn insight into action with targeted improvement plans

Automatically identify opportunities, generate clear action plans, assign accountability and track progress— driving measurable improvements in compliance, sales, service and operational performance.

REX for Every Level of Retail Leadership

How leaders use the **REX platform** in different ways, but with the same outcome: faster action, stronger accountability, and measurable improvement.



The CEO

Objective: drive sales growth through performance visibility

REX gives CEOs a real-time view of store and network performance, including lead indicators and behavioural insights beyond sales data, enabling faster decisions, earlier intervention, and stronger sales outcomes.



The Retail Executive

Objective: increase customer satisfaction through measurable execution

REX combines customer feedback and mystery shopping insights to identify service gaps, trigger targeted training, and improve customer experience scores.



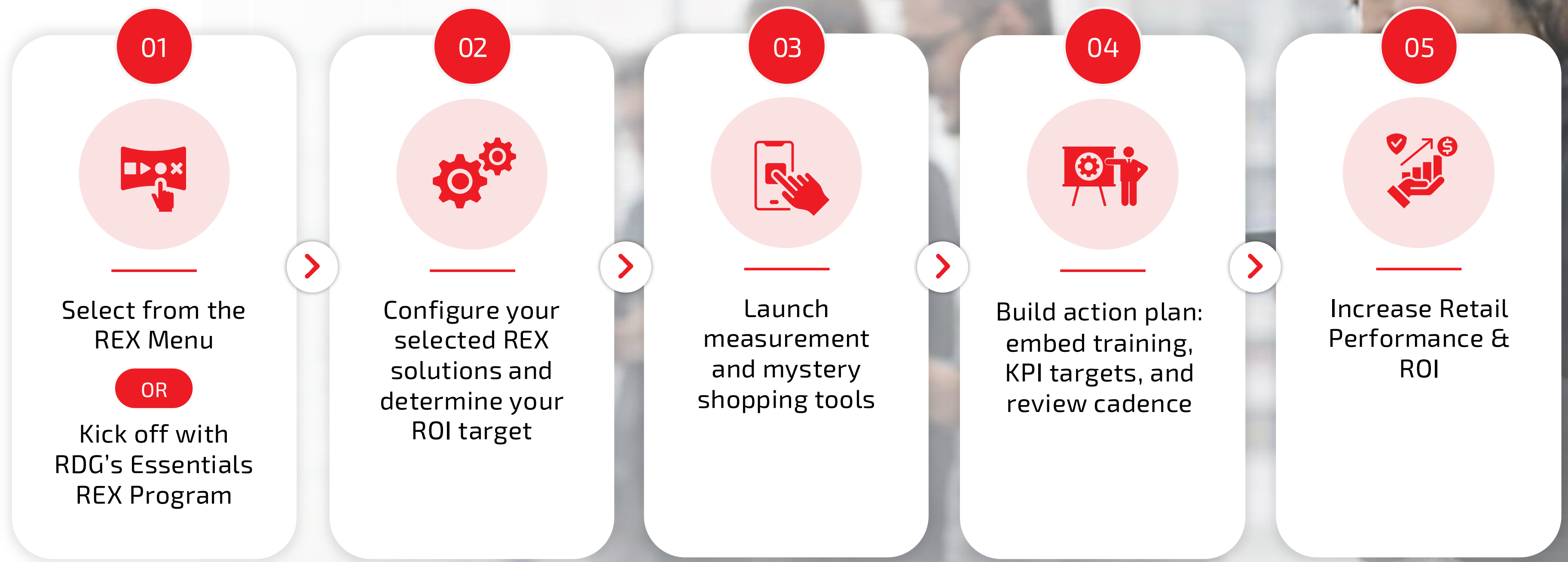
The Retail Leadership Team

Objective: reduce overheads through one integrated performance dashboard

REX replaces fragmented tools and manual processes with one connected system, aligning KPIs to a single source of truth for key metrics, reducing inefficiency, and increasing operational productivity.



The Path to Launching and Embedding REX



Your **REX** program



Your Retail Excellence Platform

From

\$17*
per store | per week

Streamlined program to build the foundation for retail execution

- 1x Integrated Dashboard included
- 1x Performance checklist
- 1x External KPI/Metric data source connection
- Kick-off & Engagement webinar
- Bi-annual 2hr workshops
- Bi-monthly mystery shopping program
- Included ongoing live read (NPS)
- RDG Training Academy

ESTIMATED SALES UPLIFT / ROI

***5x**
return

*Based on an illustrative model and a sample of 300 participating stores. Results are subject to successful REX implementation and should be validated through pilot performance, uplift, assumptions, margin impact and rollout scope. Indicative pricing starts from \$17 per store per week and calibrated to actual participation rate by store.

Contact our Performance Specialists to **get started**



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Talk to us today

[Contact Retail Doctor Group](#)



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www.rdgrx.com.au

