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TruRating Launches TruCoaching: Turning Frontline Behaviors Into Daily, Measurable Performance Gains

TruRating today announced the launch of **TruCoaching**, a breakthrough capability within the TruRating performance intelligence platform that transforms massive volumes of real-time customer sentiment into weekly, AI-driven store-specific coaching guidance—giving retailers a practical, actionable path to stronger frontline performance.

TruCoaching is powered by TruRating’s patented point-of-payment technology, which captures feedback from an average of 88% of in-store customers and pairs it with integrated transaction data. This uniquely representative dataset reveals behavioral trends at the **store, shift, and even hourly level**, enabling TruRating’s AI system to generate precise weekly coaching recommendations tied directly to the behaviors proven to lift ATV, conversion, and loyalty.

“Retailers aren’t short on dashboards — they’re short on direction,” said **Georgina Nelson, CEO & Founder of TruRating**. “I’ve spoken to so many store managers who are handed data but left guessing what to do with it. TruCoaching changes that. It connects how customers actually feel to clear, daily actions for teams to hit their KPI’s and drive revenue for their stores. No fluff, no jargon — just practical support to help stores get a little better every day.”

A System Designed for Today’s Retail Reality

TruCoaching leverages a uniquely representative volume of in-store customer feedback, combined with real transaction behavior, to identify which frontline actions drive the biggest revenue impacts — and where each store is falling short. This depth and consistency of data enable the system to deliver weekly, emotionally intelligent coaching summaries that give teams:

- **Personalized, store-level action plans**, grounded in real customer responses and actual spend behavior.

- **Targeted KPIs to drive improved revenue**, based on the identified gaps that lower performing stores have with their best performing peers.
- **Clear weekly focus areas**, based on how each store is trending against key behavioral or operational drivers.
- **Shift-ready coaching tips**, helping managers turn every pre-shift huddle into a targeted improvement moment.
- **Customizable coaching language**, allowing retailers to embed their own service standards and playbooks.

Because TruRating captures fresh customer sentiment **and real transaction outcomes** every day, retailers can count on weekly insights that are accurate, timely, and truly reflective of both the customer experience and its financial impact.

A New Standard for Executional Excellence

TruCoaching helps retailers eliminate costly execution gaps — like inconsistent greetings, low engagement, weak product knowledge, or missed add-on opportunities — by providing:

- One clear behavioral focus per week
- Coaching guidance rooted in **recent customer sentiment and real purchase data**
- Transparent progress checks comparing similar stores
- Concrete weekly activities for store teams to reach their performance targets

By uniting real-time shopper feedback, transaction data, AI-driven analysis, and practical frontline coaching, TruCoaching creates a continuous improvement engine retailers can operationalize immediately and confidently.

Come Experience TruCoaching at NRF

TruRating's Tru-Coaches will be demonstrating TruCoaching at their booth at this year's NRF 2026 – Retail's Big Show in New York City from January 11th – 13th.

Stop by the TruRating coaching field at **Booth #2229, Level 1**. Try your skill at Keepie Uppies and learn how to improve your in-store performance game!

About TruRating

TruRating helps retailers and hospitality leaders and operators turn real-time customer feedback into performance intelligence, hearing from an average of 88% of customers in-store through patented point-of-payment technology and 53% online through seamless digital integrations.

With over one billion ratings collected worldwide, TruRating's AI-powered performance intelligence platform transforms genuine shopper sentiment into the clarity leaders need to improve experiences, measure performance, and drive growth across every channel.

Each rating contributes to a more transparent world of customer feedback, streamed to public profiles so shoppers and businesses alike can trust what they see. And with every question answered, TruRating donates to children's charities across our markets.

TruRating is a global multi-award-winning company with teams in the UK, North America and Australia, partnering with many of the world's most loved brands across grocery, fashion, beauty, and beyond.

To learn more, contact: hello@trurating.com