



Ireland and Guatemala scores high in the Smiling Report 2016.

Better Business World Wide is for the 12th year compiling data from Mystery Shopping Providers in Asia, Europe, North- and South America, to the Smiling Report. The report includes customer service data from evaluations conducted across a spectrum of industries gathered by mystery shoppers' in professional mystery shopping companies that are members of MSPA.

The report 2016 is a summary of the answers to more than 1.1 million questions covering Smile, Greeting and Add-on sales in 61 countries during 2015.

Overall 83% of the customers received a smile, 87% were greeted while only 56% received an add-on sales suggestion. The aggregated scores for smiling is a bit higher than previous years, greeting is on the same level as the two previous years, and add-on sales is as in all previous surveys, much lower than smiling and greeting. However, add-on sales have increased a lot since the first Smiling Report in 2004 when the score was 45%.

Smiling

Ireland is for the second year at the top of the Smiling ranking, now with 100%. Spain and Switzerland scored 97%, and Greece 94%. At the bottom of the list of smiling countries, we find Hong Kong with 48%, Macau 53% and Croatia 59%. The countries with the largest improvements compared with 2014 are Romania (90%) and Bulgaria (89%). Also South Korea improved a lot but they are still among the lowest scoring countries with 67%.

Europe and North America were the highest scoring continents with 87%, followed by South America with 84%. The lowest scoring continent was Asia with 65%. Highest scoring industries were Automotive with 89%, and Hospitality with 88%, followed by Finance with 84% and Retail with 82%, while the lowest was Transport with only 43% smiling.

Greeting

Guatemala scored 100% on greeting for the third year and now Ireland, Paraguay and Venezuela, are also scoring 100%, followed by Costa Rica on 99%. This means that 4 out of 5 at the top of the ranking of greeting are countries in South America. Also Greece, Panama and Switzerland scored 99%. The lowest greeting scores were in Macau and Hong Kong on 53%.

North America was the best continent with 94% and Asia the lowest with 73%. Government was the industry with the highest score on greeting with 94%, Health & Beauty Care scored 93% and Hospitality 92%, while Retail had 86%. Lowest greeting score was found in the Transport industry with 67%.

Add-on Sales has since the Smiling Report started in 2004, always had the lowest scores compared with smiling and greeting. The three countries at the top of the list are Guatemala on 93%, Costa Rica on 87% and Colombia on 79%. Romania has improved to fourth position with 76%, from 55% previous year, and Canada has improved from 31% to 57%. The lowest score was also this year found in Japan with 23%. The other countries at the bottom of the list were Paraguay 29%, Brazil 31% and Uruguay 33%.

The highest scoring continent was Europe with 60% and the lowest scoring continent was Asia with 47%. The highest score was in the Leisure industry with 72% followed by Automotive and the Hospitality industry with 62%, while Health and Beauty Care was the lowest scoring industry with 33%. The transport industry had 43% and Retail 55%.

The Smiling Report is used by the business community, media, students and governments all over the world.

The report is available at www.SmilingReport.com

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For more information about the Smiling Report please contact Veronica Boxberg Karlsson veronica@betterbusiness.se telephone: +46 8 5118 5111, or the respective participating Mystery Shopping Providers in each country listed at www.smilingreport.com

Better Business World Wide, founded in 1995 is based in Sweden and specialized in providing global mystery shopping services using quality assured mystery shoppers and mystery shopping providers that are member of MSPA.

MSPA is the trade organization for Mystery Shopping Providers.
www.mspa-global.org