



## **Ireland achieve a Hat Trick for Smiling! South America great at greeting and sales.**

Better Business World Wide has released the 2017 Smiling Report, which is now in its 13<sup>th</sup> year of publication. The report is compiled from information supplied by Mystery Shopping Providers in Asia, Europe, North and South America, and focuses on customer service data from evaluations conducted across a whole spectrum of industries. All information is gathered by mystery shoppers from professional mystery shopping companies that are members of MSPA, the trade organization for mystery shopping providers.

The 2017 report provides a summary of the answers to more than 2.1 million questions, focusing on Smile, Greeting and Add-on sales metrics in 67 countries during 2016.

Overall 79% of the customers received a smile, 81% were greeted, while only 58% received an add-on sale suggestion. The aggregated scores have decreased for smiling by -4, and greeting by -6 compared to 2015. Add-on sales data has historically posted a lower score than Smile and Greeting, but has still maintained a steady increase since the first Smiling Report was published in 2004; from 45% to 58%.

### **Smiling**

- # Ireland is at the top of the Smile ranking for the third year in succession, with 96%, however this is slightly lower than their 100% score the previous year. Lithuania scored 95% and Puerto Rico 94%, followed by Argentina, Austria and Canada with 93%.
- # At the bottom of the list of smiling countries, as has been the case previously, we find Macau with 54% and Hong Kong with 57%, however Hong Kong has increased their score by a good margin from 48% last year.
- # Largest increase has been in Croatia, by +20 to 79%.
- # Largest decrease has been in Spain, by -23 to 74%, UK by -18 to 73%, Switzerland by -15 to 82% and Latvia by -15 to 63%.
- # North America was the highest scoring continent with 90%, followed by South America with 84%. The lowest scoring continent was Asia with 65%.
- # Highest scoring industries were Health & Beauty with 89% and Hospitality with 86%, while the lowest was Transport with only 58%, however this was still a +15 increase compared to the previous year.

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## Greeting

# Eight countries in South America scored 100% on greeting, Colombia, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama and Venezuela. The best European countries were Greece and Ireland with 97%, while the best country in Asia was China with 92%.

# The lowest greeting scores were in Macau with 54%, and in Hong Kong, India and Moldova with 62%.

# Latvia has increased their score the most, by +16 compared to the previous year to 94%.

# Several European countries have decreased their greeting scores dramatically, Russia by -19 to 71%, Turkey by -18 to 74%, Switzerland by -17 to 82% and Spain by -13 to 85%.

# South America was the best performing continent with 94%, followed by North America with 93%, and Asia the lowest with 71%.

# Government was the industry with the highest score on greeting with 96%. Health & Beauty has decreased by -19 to 74% and is now the lowest scoring greeting industry. The transport industry scored 77%, which is a +10 increase compared to the previous year.

## Add-on Sales

# Since the Smiling Report started in 2004, Add-on sales has always posted the lowest scores when compared to Smile and Greeting. The average this year was 58% but the countries at the top of the list have achieved exceptional scores; El Salvador 99% and Honduras 97%, followed by Guatemala 89% and Colombia 85%.

# At the very bottom of the list we find another South American country; Paraguay with 17%. The lowest scoring European country was Greece with 27%.

# The largest improvement was made by Brazil with +20 to 51% and Croatia with +18 to 55%, Austria with +13 to 80% and USA with +12 to 61%.

# The countries that decreased their score the most were Bulgaria by -13 to 47%, Peru by -12 to 51% and Paraguay by -12 to 17%.

# The highest scoring continent was North America with 64% and the lowest scoring continent was Asia with 53%.

# The highest score was in the Finance industry with 66%, followed by Transport on 64% which is a +21 increase compared to the previous year. Hospitality scored 63%, and Health & Beauty scored 61% which is a +28 increase compared to the previous year. The lowest scoring industry was Automotive with 50% which was a -12 decrease compared to previous year. Leisure also had a large decrease, by -14 to 58%. Retail achieved a score of 56%.

The Smiling Report is used by the business community, media, governments and students all over the world. Access to the data is free of charge, however we would appreciate a contribution to [www.operationsmile.org](http://www.operationsmile.org), so we can achieve more smiles in the world.

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For more information about the Smiling Report please contact Veronica Boxberg Karlsson [veronica@betterbusiness.se](mailto:veronica@betterbusiness.se) telephone: +46 8 5118 5111. To see the list of participating mystery shopping providers in each country, or request login details, please visit [www.smilingreport.com](http://www.smilingreport.com) or search for mystery shopping providers at [www.mspa-global.org](http://www.mspa-global.org)



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