



UK top for Smiles in 2018! Czech Rep. top for Greeting and Russia for Sales

Better Business World Wide has released the 2018 Smiling Report, which is now in its 14th year of publication. The report is compiled from information supplied by Mystery Shopping Providers in Europe, Africa, Asia, North America 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 professionals.

The 2018 report provides a summary of more than 1 million answers to questions which focus on Smile, Greeting and Add-on sales metrics in 50 countries during 2017.

Overall 82% of the customers received a smile, 86% were greeted, while only 52% received an add-on sale suggestion. The aggregated scores have increased for smiling by +3 and greeting by +5 compared to 2016. 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 with 45%, although the score for 2017 is 6 lower than 2016 when it was 58%.

Smiling

- # For the first year, the UK tops the Smile ranking, scoring 94%, just ahead of Greece, Puerto Rico and Russia with 93%. The highest scoring country in Asia was Hong Kong with 66%.
- # At the very bottom of the list of smiling countries, we find Pakistan with only 19%.
- # Largest increase has been in Latvia, by +28 to 91%.
- # Largest decrease has been in Denmark, by -23 to 66%.
- # North America was the highest scoring continent with 93%. The lowest scoring continent was Africa with 42% and Asia/Pacific with 43%.
- # Highest scoring industries were Leisure, Government and Health & Beauty with 88%, while the lowest was Transport with only 76%, however this was +18 compared to 2016 and +33 compared to 2015, so this industry really has made a huge gain in relative terms.

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Greeting

- # Czech Republic scored 95% on greeting, followed by Hungary and Slovakia on 94%. The best country in Americas was Peru with 89% and the best in Asia was Pakistan with 79%.
- # The lowest greeting scores was Morocco with 48%, while Macau also had a low score, of 56%.
- # Russia and Peru has increased their score by +21 compared to the previous year. Russia scored 92% and Peru 89% in 2017.
- # Several European countries have decreased their greeting scores, most notably Germany by -18 to 68%, Denmark by -16 to 76%, and Latvia by -15 to 79%.
- # South America was the best performing continent with 91%, and Africa the lowest with 48%.
- # Government was again the industry with the highest score on greeting with 96%. Health & Beauty has increased by +16 to 90%. The Transport and Hospitality Industries had the lowest score with 83%.

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 52% which was -6 lower than the previous year. Russia scored the highest with 79% followed by Poland with 69%.
- # At the very bottom of the list we find Greece with 25% and France with 28%.
- # The biggest improvement was made by Spain with +21 to 65% and Latvia +19 to 66%.
- # Germany was the country that saw their score decline the most, by -17 to 32%.
- # The highest scoring continent was North America with 62% and the lowest scoring continent was Africa with 44% and South America with 47%.
- # The highest score was in the Automotive industry with 76% which is a +26 increase compared to previous year. Lowest score was in Government with 28%, which is -25 compared to the previous year. Retail scored 50% and Leisure scored 51%.

Increased industry scores compared to previous year

In the Automotive Industry, France has increased their scores more than any other country, to 92% on Smile and Greeting, and to 86% on Add-on Sales.

In the Finance industry, UK increased Smile by 16 to 93%, Puerto Rico increased by +10 to 85%, Croatia increased Add-on Sales by +23 to 69%.

In the Hospitality Industry, UK increased Smile by +20 to 94%, and Add-on Sales by +17 to 74%, but decreased Greeting performance by -22 to 66%.

In the Retail Industry, Latvia increased Smile by +30 to 91%, Peru increased Greeting by +30 to 89%, and Spain increased Add-on Sales performance by +38 to 67%.

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, 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 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

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