

MSPA[®] ASIA/PACIFIC INSIGHTS 360°



PRESIDENT'S MESSAGE

Dear valuable MSPA AP Members,

With the pandemic, many of us, including our company, had to adapt to new ways of meeting. Zoom or Skype meetings became the new normal. Sure, they were very convenient and useful, but we all missed human interactions. It is not the same to see your colleagues on your laptop screen rather than being able to talk to them face to face, without any interruptions. We have all experienced failing Wi-Fi connections, the mute-unmute issues, or worse, the never-ending echoes. What is really missing is the warmth and the joy of seeing each other IRL - in real life. It is time now, more than ever, to change the trend and get back the human interaction and the warmth of a meeting together after such a long time. Therefore, the AP board has decided to organize the 2022 Conference face to face as the board strongly believes in the importance of gathering all together to give a boost to our business and interact in person with greetings and cheers, hugs, and shaking hands.

After such a long time, people are looking forward to seeing each other, getting that warmth again, and reviving the human touch. As everyone counts and is equally missed, we are looking forward to seeing you ALL in Phuket in November for genuine interaction and a great comeback.

Selim Saad
President MSPA Asia Pacific

and its time for MSPA-AP Annual Conference!

MSPA ASIA PACIFIC 17TH ANNUAL CONFERENCE,
PHUKET, THAILAND | DATE: 17-19 NOVEMBER 2022

MSPA ASIA PACIFIC 17TH ANNUAL CONFERENCE THEME:

Customer Experience Research: “Challenges in Changing Times” Customer Experience, Technology and Metaverse are the Game changers in today’s time.

The MSPA AP Conference team has planned an action-filled 3 days. There is going to be fun and learning. Speakers from across the world will present case studies based on real-time examples of what they did which has yielded good results in their business, interactive sessions and panel discussions, networking opportunities meeting up with old friends, building new contacts, lots of business opportunities, fun evenings, and joyful get-togethers. The conference will kick start with a welcome reception on the evening of 17 November - the best way to mingle and meet up with friends after nearly 3 years.



Click [HERE](#) to download the conference registration form and confirm your seat. To know more about the speaker line-up and conference program please click [HERE](#).

Novotel Phuket Resort has been booked for the conference, and delegates have special room rates. As the rooms are limited, we highly recommend you book the room at the earliest. Click [HERE](#) to download the room reservation form and email it to Anu Mehta and she will help confirm your booking at the special MSPA rates.

Combine the conference with a holiday to one of the most sought-after destinations in Asia. Book your flights and plan your travels now. Look forward to welcoming you to Phuket, Thailand.

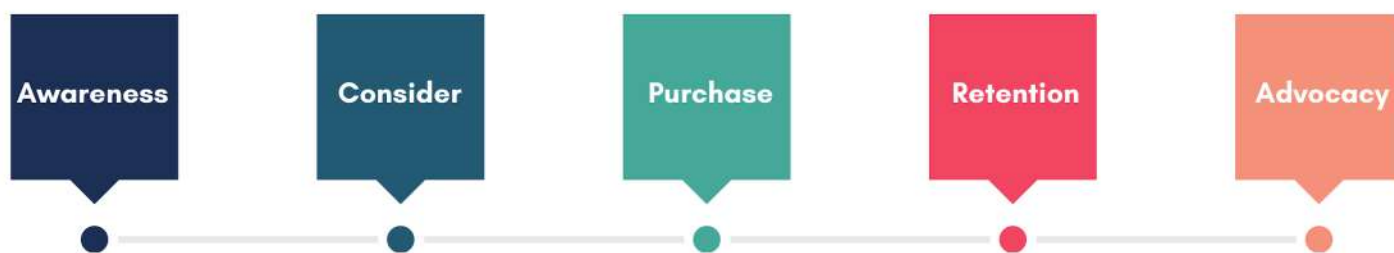
CX CORNER



CONTRIBUTION BY
 MS. ZOLZAYA BAATARKHUU
 COO AT ERDMIIN ARGAMJ LLC - MONGOLIA
 BOARD DIRECTOR - MSPA-AP

CUSTOMER JOURNEY ANALYSIS BY MYSTERY SHOPPING

We all do mystery shopping at certain points of the customer journey. But with the fast-changing environment and ever-changing customer behaviour managing the customer experience is more than serving excellent at the point of sales. What are the pre-and post-sale experiences of the customer? How did he/she come to the idea to buy our product? Did he/she have a bad experience with the competitor or is it the first time buying this kind of product? It is not only selling the product and wishing fare well anymore. To answer the above questions, we want to look at the whole journey of the customer. During connecting process, a customer goes through 5 different stages from awareness to advocacy.



In each stage, the customer interacts with the company via various touchpoints. To analyze customer experience, customer relationship platforms undoubtedly measure all interactions at those touchpoints. Companies probably have all possible data at hand, but do they catch the fine art of interconnections? Mystery shopping does very well connect the dots here. Since mystery shopping measures customer experience via “real” customers, we may just extend the journey of the shopper from the awareness stage to the advocacy stage. Chained results reveal strong and weak points in the journey, connected with emotions. In other words, we will be able to see our customer’s food prints connected with numbers and emotions. Thus, a whole journey mystery shopping analysis gives us more insight into the process, which allows for long-term holistic improvements.

<p>Whole-Journey Mystery Shopping</p> <ul style="list-style-type: none"> • In Depth • Holistic View • Long Term Improvement • Strategic Importance 	<p>Single-Point Mystery Shopping</p> <ul style="list-style-type: none"> • On The Surface • Limited Conclusion • Temporary Improvement
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On the other hand, If a single shopper goes the entire journey of the company, the visit will sure last longer and make the project more complex, which of course raises the rates. However, using mystery shopping in designing and measuring stages of customer journey mapping will make the life of C-suits easier.

WHAT WERE WE UPTO?

A quick trip down memory lane...

THE REGIONAL MEETING - MSPA AP MEMBERS WITH AP BOARD

"Let the MSPA Asia Pacific and Members help each other" – an initiative started by Aftab Anwar, Founder of MSPA Asia Pacific, during the Covid times. Virtual meetings were held with members of Asia Pacific in June and July. Members were invited from across the Asia Pacific to come forth and discuss their issues with the AP Board members. The main agenda of this was to find out what MSPA can do best for the members and provide the best value for membership, in the given circumstances – identify and understand issues/needs of members and move forward to find the solution to resolve them and provide support. These meetings also helped us to get feedback, comments, and ideas about the webinars and educational programs being organized by the Association. Members appreciated these meetings and suggested having two such sessions in a year.



The responses received during these sessions were extremely helpful for the Association in preparing an action plan for achieving the objective of making the MSPA membership beneficial and valuable for our members in the changing post-pandemic environment.

MSPA AP Fireside Chat Show, on Mystery Shopping - Sampling or Census? How to Increase the Impact and effectiveness of Mystery Shopping for Enhanced Customer Experiences, was held on 27th July 2022

Sandeep Arora, Executive VP & Global Head of Customer Management & Consulting, Datamatics was in conversation with Nabil Rizkallah, MSPA AP Director of Communication and Marketing. This show offered multiple new perspectives for companies to challenge the traditional mystery shopping sampling approach. It looked at the option of considering the immense possibilities to widen the Mystery Shopping net and gain higher accuracy & agility in improving CX across all channels.

tech corner

RESTECH: THE BOOMING RESEARCH METHOD

Restech, a term used for Research Technology, is a research arsenal. It describes the software, tools, and technologies used to analyse data and draw insights. ResTech provides dynamic insights in real-time for businesses to adapt to the dynamic market environment. It provides you with the option to have complete control over your research. It includes AI (conversation and visualization) and text analysis, which automates - fully or partially - the entire process. ResTech is the innovation that automates every small or big previously manual task. It saves company resources and time. Some examples of emerging ResTech solutions are:

Evolved Group: The platform introduces advanced chat and text Analytics in its conversational AI. They intend to replace traditional surveys with engaging and realistic conversations.

Pureprofile: The platform empowers brands with its Audience Intelligence SaaS platform. The technology leverages real transaction data, which can help a brand learn about a customer's purchase habits.

Characteristics of ResTech:

- ResTech is the insight industry that empowers various platforms to research at a higher volume but a lower rate. Without compromising the validity of insight.
- You gather data that is relevant for the "NOW."
- ResTech provides an agile solution for researchers. It empowers them to pull out specific data to understand customers better. It helps them to create a more targeted strategy to entice their audience.
- The innovation helps bring market researchers closer to knowing and understanding their customers. The feature of a live dashboard empowers a researcher with data updated and analyzed in real-time.

- ResTech takes care of unnecessary manual handling of data. It automates the data collecting, cleaning, and analysing processes. Thus, it reduces redundant workload.
- ResTech has made data more accessible and affordable for small businesses. ResTech causing transformation and evolution in Market Research.
- The assets ResTech proudly stands on are its speed, transparency, and data quality. The new technology allows researchers to execute surveys on any scale without needing any big research industry.
- ResTech delivers dynamic insights in real-time for businesses to adapt to the dynamic market environment.
- Technology cannot be biased. There are lesser odds of skewing the research due to biased analysis. Moreover, ResTech helps identify interesting patterns and trends that you may not figure out.
- ResTech provides solutions to meet the privacy practices and successfully gather required data for companies who need it. Modern research technology ensures transparency in the acquisition of data. It gathers ethically sourced data. It relies on collecting only content-based consumer data. The platform helps companies reach out to the consumers who have consented to participate in surveys or research.

That being the case, instead of relying on cookies or risking any breach of the privacy policy, companies can use ResTech to seek insights by directly asking the audience. ResTech is evolving the way research is done in this growing industry. From gathering HIGH-QUALITY DATA - to ANALYZING - to DECISION MAKING - ResTech can automate anything and everything to help you stand out in the competition

MSPA AP WELCOMES OUR NEW MEMBERS



LOYA INTERNATIONAL MARKETING INFORMATION RESEARCH CO LTD. - CHINA

Guangzhou Chengyu International Market Information Research Co., Ltd. (LIMR) was established in Guangzhou in 2004. It is a leading data application analysis technology company. It uses mobile Internet and big data technology to provide customers with data and profound insights at the fastest speed. Marketing analysis to help customers effectively gain insight into consumers, guide marketing strategies, and continue to create value.



ITQAAN MARKETING CONSULTANTS - OMAN

Itqaan Marketing Consultants is a full-service market research company founded by seasoned market research professionals. It works closely with Clients to get to the root of the business problem and provide actionable insights. It specialises in mystery shopping consultancy that tailors' surveys to specific needs.



SHAFaq AL-RAFEDAIN (GIIRAC BRAND) - IRAQ

GIIRAC is the market research department of Al-Rafedain Group. We provide clients with quantitative and qualitative research, market plans, and strategies in Iraq. Our aim is to conduct research and offer services in order to assess the voice of customers, review the market situation and provide effective solutions in export markets. Our geographical position and political, legal, and cultural familiarity with Arab countries is a welcome addition to our expertise.

In the Spotlight...

Young Cambodian Consumer Trends

Contribution by Phuong Vuthy, CEO of MRTS Consulting Ltd, Cambodia

MRTS Consulting completed a short research project in June 2022 to explore shopping preferences among Cambodian millennials. Implemented via our Online Panel, the research examined 5 dimensions of consumer influence to find the consumer 'sweet spot':

- Is price or brand more important?
- How important is the link to Cambodian culture?
- Which are more attractive: Cambodian or international brands?
- How important is an endorsement by a famous Cambodian personality?
- Do Cambodian consumers need to feel independent in their product choices?

The full report is available for view from: <https://mrtsconsulting.com/news/free-report-young-cambodian-consumer-trends-2022/>

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CONSULTING



INSIGHTS 360° is a quarterly newsletter published with the key objective of sharing information, news, and upcoming events, learnings, and experiences, and most importantly, providing a platform for all our fellow members to share and evolve. We hope this initiative truly benefits all our members across Asia and the world. If you have any special news or company achievements you would like to share with your fellow members, do send them to Anu Mehta at mspa-ap@mysteryshop.org and after approval by the Communication Committee, it will be published in the upcoming newsletters.