

INSIGHT 360°

QUARTERLY NEWSLETTER OF MSPA-ASIA/PACIFIC



**VICTORY AVENUE
BUCHAREST, ROMANIA**

Fast Forward To The Future & Fortune
theme for the MSPA Europe Conference 2013,
to be held at Bucharest, Romania.

**ARCUL DE TRIUMF
BUCHAREST, ROMANIA**



AND SINGAPORE IT IS....
MSPA-AP 9TH ANNUAL CONFERENCE TO BE HELD IN SINGAPORE FROM 18 - 20 NOVEMBER 2013

ANNUAL CONFERENCE



LITTLE RED

Dot

**MSPA-AP 9TH ANNUAL
CONFERENCE
TO BE HELD IN SINGAPORE
FROM 18 - 20 NOVEMBER 2013**

LOCATED IN SOUTH-EAST ASIA

Singapore has a land area of about 710 square kilometres, making her one of the smallest countries in the world and the smallest in the region – hence the moniker “The Little Red Dot”. Although small in size, Singapore commands an enormous presence in the world today with its free trade economy and highly efficient workforce. Also, her strategic location in the region has enabled her to become a central sea port along major shipping routes.

While the earliest known historical records of Singapore are shrouded in the mists of time, a third century Chinese account describes it as “Pu-luo-chung”, or the “island at the end of a peninsula”. Later, the city was known as Temasek (“Sea Town”), when the first settlements were established from AD 1298-1299.

Today, you can experience Singapore's rich historical heritage by visiting many of the national monuments, museums and memorials

located around the city. On your trip here, remember to take a walk along one of the many heritage trails or visit the well-known landmarks for a complete Singapore journey.

Beyond the history, culture, people, shopping and food, there are many more facets to Singapore's thriving cityscape for you to discover. And these can only be experienced as you immerse yourself in the exploration of this once fishing village turned cosmopolitan city.

BY MIKE WITTENSTEIN

Mystery Shopping Can Improve the Customer Experience

Since its origins in the 1940s as a way to measure employee integrity, Mystery Shopping now serves the major service businesses including Retail, Entertainment, Hospitality, Financial Services, and Healthcare.

Over this time, hundreds of mystery shopping companies have managed and analyzed millions of shops to benefit thousands of businesses. The mystery shopper creates value by standing in the shoes of customers and describing what they see and then sharing the issues and the 'missed details' from the experience with business leaders who can fix them.

Service brand leaders still need to know what they're missing. More, they need to know what customers are wishing for. Mystery Shoppers and the skilled professional staff that guides them can shift shoppers' focus on what customers want (instead of on what companies want to deliver). This small adjustment in perspective can lead to valuable experience and service design innovations that differentiate brands—and translate into billions in new sales. Some companies are already getting it right. Premium auto brands in North America have done a good job at listening to their customers, then matching their waiting room experiences to what customers wished for. About fifteen years ago, while waiting for car repairs, customers were limited to walking around the showroom. About ten years ago they got seats to sit in—but still in the showroom. Finally, five or so years ago, most dealerships introduced

showroom. Finally, five or so years ago, most dealerships introduced their own service waiting rooms with wi-fi, comfy couches, HD TV, and even premium roasted coffees. The concept has become so successful that now, new car purchases often include a trip to visit the service center—before the paperwork is signed. Apparently, what was once a nice-to-have is now a must-have. Who wants to spend two hours in a poorly lit waiting room with no wi-fi, no free coffee, with only eight month-old magazines to look at? No way!

If your company is facing stiffer competition or if you're feeling the need to make some big changes and need a business case, ask your mystery shopping company rep to help you design a project that goes beyond the rational components of the experience (Did the rep smile? Was the food hot?) to dig into the emotional side of things (How did the experience make the shopper feel? What did they wish the business would do?). Those instructions will yield useful new insights about the customer and how they want the business to serve them differently. That information can be converted into business cases, ideation themes, new service designs, and most importantly, differentiated experiences customers will notice, remember, and share.

Once the "shops" are done, bring in an experience designer. Their first job will be to shop your business themselves, then to apply the shopper insights to present you with a variety of experience designs for your team's review. Each option should be aimed at creating encounters customers that engage customers, that they will crave and want to tell stories about. Also, at increasing sales and profits by reducing efforts and encouraging different (and better) behaviors.

A good experience designer can think through the customer, employee, and shareholder perspectives at the same time to generate practical and profitable ideas that give everyone more of what they want. (It might sound impossible for someone to do that, but it's not. Designers are trained to think differently. They are good at weaving multiple needs into a single solution.)

The bottom line is this: if you are already using mystery shopping, you can shift your programs slightly to yield dramatically new and more profitable options. If you're not, mystery shopping is a great technique for obtaining valuable shopper insights you can use in creating more value for your shoppers—and keeping more profit for yourself.



MSPA EU Conference - Romania, May 2013



MSPA
EUROPE

ONCE MORE A NEW EXPERIENCE FOR MSPA EUROPE AS WE TRAVEL TO THE EAST OF EUROPE TO BUCHAREST, ROMANIA FOR OUR 2013 CONFERENCE.

Chosen by members for our next conference destination, Bucharest offers us a beautiful climate, an exceptional hotel in the middle of the city centre, excellent conference facilities around and.... Dracula!

Our theme this year, **FAST FORWARD TO THE FUTURE & FORTUNE** encourages us to take peek to what future will bring the Mystery Shopping industry and explore the mysteries of Customer Service Measurement from new angles and with different perspectives. We have retained many of the features of previous conferences and incorporated many new experiences for our delegates... but you'll have to come to the conference to discover what mysteries will unfold. WWW.MSPA-EU.ORG



We have major keynote speakers from the **USA, Germany, The Netherlands** and the **United Kingdom** already booked, and there will be workshop sessions covering topics of National and International interest. A full social programme is planned, using the excellent facilities of a beautiful hotel. Plenty of time for networking, socialising and relaxing is built into the conference programme.



MSPA
ASIA
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Questionnaires & Guidelines

STEVEN DI PIETRO, owner of Service Integrity Mystery Shopping, conducted a webinar on Questionnaires and Guidelines. The webinar highlighted core features of a good Mystery Shopping questionnaire, 17 traps and guidelines to make clean and crisp questionnaires for Mystery Shopping Programs.

CORE FEATURES



Download

In case you missed the Webinar, the recording is here!

Making a questionnaire is an art. There are many viewpoints to be considered on how to make a good questionnaire. Each questionnaire differs from the other.

Firstly, the question we should ask ourselves while making a questionnaire is, "What changes will be made once the questionnaire is received?" instead of asking, "What the customer thinks?". This will bring in better feedback related to improvement areas rather than negativity. Secondly, the questionnaire should be made based on whom it will aim at i.e. whether the results will be shared with the store staff or the higher managerial positions. This aspect will drive the frequency of the program and detailing of the questionnaire. A senior level manager will not need reports on a monthly basis but a store staff can use monthly reports effectively.

A questionnaire should be relevant and accurate. The questions should be dynamic and updated frequently to ensure relevance. Meaningful scores make work easier for mystery shopping companies to evaluate. Unrealistic benchmarks must be avoided for better results. In some cases when the client's budget is limited it is advised to reduce the number of questions and increase the frequency for better evaluation and score. Logical questions should be skipped wherever possible with a "if & then" criteria to make completing questionnaires easier and faster for mystery shoppers.

17 TRAPS

OF A QUESTIONNAIRE AND KEY FEATURES OF GUIDELINES:

Post this Steven shared 17 interesting traps which you can avoid while building the questionnaire. After sharing the 17 traps, Steven discussed the key features of guidelines and their role in helping mystery shoppers to evaluate every store with efficiency. Key points were

1. Guidelines should not be lengthy and boring.
2. Guidelines should be clean and crisp to retain the shoppers' attention.
3. Overloading a guideline can also prove negative as it will end up being unread.
4. A guideline should have bulleted points and should be as apt as possible. This will help a shopper to register these points quickly and easily in his/her mind.

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LIST OF MSPA AP DIRECTORS



PRESIDENT

Peter Rogers

Managing Director, Shopping Science International
Australia

peter.r@shoppingscience.com.au

VICE PRESIDENT

M Saidul Haq

President/CEO, SRG Bangladesh Ltd (SGRB)
Bangladesh

srgbangladesh@gmail.com

DIRECTOR MEMBERSHIP & PAST PRESIDENT

Jim Chong

CEO, Cardas Research & Consulting Sdn Bhd.
Malaysia

jim@crcg.com.my

DIRECTOR OF FINANCE

Ermina Yulianti

CEO, MRI Indonesia
Indonesia

ermina.yulianti@gmail.com

DIRECTOR MEMBERSHIP SERVICES & PROFESSIONAL DEVELOPMENT

Steven Di Pietro

Executive Director, Service Integrity Mystery Shopping
Australia

sdipietro@serviceintegrity.com.au

DIRECTOR COMMUNICATIONS

Bhairavi Sagar

Founder, Onion Insights Pvt. Ltd.
India

bhairavi.sagar@onioninsights.com

DIRECTOR AND FOUNDER MSPA AP

Aftab Anwar

CEO, Startex Marketing Services
Pakistan

aftab@startexmarketing.com