

MSPA® ASIA/PACIFIC

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INSIGHT 360°

QUARTERLY NEWSLETTER OF MSPA - ASIA PACIFIC

MSPA
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from the editor's desk

Warm greetings to MSPA members across Asia Pacific. We trust you are all enjoying a prosperous second quarter, and beginning your plans for the summer holidays.

The MSPA-AP Board is very pleased to report that plans are full steam ahead for our Annual Conference in November. Although still six months away, we urge you to save the dates, 16-18 November, and set your Google Maps location to the St Regis Hotel in downtown Mumbai, India.

We'll be welcoming international and local speakers to stimulate your brain, and Indian-style events and entertainment to whet your social appetite; all framed by one of the world's most diverse, colourful and energetic cities, Mumbai. What an experience! We're looking forward to seeing you all there.

Thanks for tuning in to another AP Newsletter. We've got plenty of feedback and photos for you of our events held over the last few months. We hear from Steven Di Pietro of Service Integrity, Australia in the Case Study Exchange and if you weren't able to make it to the successful MSPA-EU Conference in Malta two weeks ago, then we have some valuable mystery shopping tips presented by three of the speakers.

As always, your comments on our Newsletter is appreciated. Tell us if there's a feature you'd like to see included. Email MSPA-AP Executive Manager, Anu Mehta on mspa-ap@mysteryshop.org with your feedback.

Thank you for your continuing support of our Association.



Keira Mackenzie-Smith

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MSPA® ASIA/PACIFIC snippet

Are Customer Surveys dead?



From a *MyCustomer* article, "customers have become overwhelmed by the high volume of online surveys and have just stopped responding. In fact, Forrester reports that the response rates are as low as 2% and rarely ever reach 20% anymore. That's a lot of key data and insights lost. Most importantly, surveys don't capture what customers want to tell you, only what you thought to ask."

DO YOU AGREE? We plan to discuss this topic and so much more at our Conference in November.



MSPA-AP Industry Networking Series



Guangzhou, China

On 17 May 2016, the first MSPA-AP member-run Networking event was held in Guangzhou, PRC and what a great success it was. One of MSPA-AP's trusted members, **YouPlus** was the host for the afternoon Networking event bringing local members and non-members together for several hours of mingling, discussions and getting to know one another.

William Hu, General Manager of YouPlus hosted the 20 attendees and delivered a valuable presentation about the Mystery Shopping industry and the benefits of being a member of MSPA-AP. Each member company was offered the opportunity to speak to the group about their company and services. Member representatives from MIMR, URD, Force Research and BARE International each seized the chance to share their work in China with interested non-members. Following the speeches, the floor was opened for networking and stimulating industry-related discussions.

The feedback included comments such as “the event is meaningful. It gives the same industry a chance to come together and communicate with each other. We need to establish our local standard for this industry to make it have a sustainable and positive future.”

A special thanks to Melinda Tan from YouPlus who dedicated her time and patience in organising this event. Melinda worked with MSPA-AP board director Keira Mackenzie-Smith and Executive Manager, Anu Mehta, to organise the event, and was exemplary in her efforts assisting MSPA-AP to promote the Association and develop our membership reach in China.



Mumbai, India

MSPA AP's Networking Event in Mumbai, India was held on Friday 26 January 2016 and was attended by 24 participants including one representative from the event sponsor, Shopmetrics. We were pleased to have the attendance of 15 Member companies, five Non Members and one Mystery Shopper.

The event was held at 'The Drawing Room' Bandra (West) in Mumbai. The event kicked off with introductions from all participants, followed by an insightful presentation by Ms. Bhairavi Sagar, Board Director Conference and Marketing MSPA-AP and Director – Onion Insights Pvt Ltd, about the functions and benefits of MSPA-AP and its importance in supporting the growth of mystery shopping in India.

Following the presentation, Mr. Sohil, the Shopmetrics representative, shared information about Research Metrics and Shopmetrics with attendees. Once the official part of the event was over, networking started with all participants actively interacting with one another, discussing industry related issues, sharing their service offerings, etc. Feedback confirmed it was a great event. As the last attendees departed at 9.30pm, they agreed they were leaving enriched with knowledge, new connections and friends.





MSPA-AP Annual Conference 16 - 18 November 2016

Atithi Devo Bhava!!!

If you haven't already heard, the **MSPA-AP 12th Annual Conference** is scheduled for **16 – 18 November 2016** in **Mumbai India**.

Mumbai is the Business hub of India, a lively and buzzing city. This conference promises to be a perfect blend of fun and learning. Several activities and events are being planned for you all, so you enjoy the conference and don't miss out on Mumbai.

We are very happy to announce the **St. Regis Hotel, Mumbai** as the official venue for the **MSPA AP 12th Annual Conference**.

The Indian culture gives prominence to “**Atithi Devo Bhava**”, a Sanskrit verse which simply means – consider the Guest as God. This value-laden statement is drawn from an ancient scripture which has always been the ethos of Indian culture. Recently, this value laden verse has found its place in the tagline of the Ministry of Tourism to improve the treatment of the foreign tourists coming into the country due to the popularity India has gained in the recent times as a favourite tourist destination. India must be a dream destination for many of you, so start planning now!

Direct flights are available from all major airports and cities in the world to Mumbai! All airlines fly into to Mumbai.

We have secured excellent rates for the **ST. REGIS HOTEL** for all of you! Do **CLICK HERE** for making your online hotel reservation. The room rates are as follows:

Single room INR 9900 (approx. US\$ 150)

Double Room INR 10990 (approx. US\$ 165)

All rates are including all taxes, WIFI internet in the room, buffet breakfast.

Block your dates! Book your flights! Book the hotel room!

The conference team looks forward to welcoming you all to MUMBAI!



[Click here](#) to download the conference registration form

Please email completed forms to **mspa-ap@mysteryshop.org**

MSPA® ASIA/PACIFIC news and events



Questionnaires and Guidelines Webinar

Earlier this year, MSPA-AP conducted an informative members-only webinar – **Questionnaires & Guidelines**. The webinar was a rerun of Steven Di Pietro's webinar held in 2013. Full of smart tips in developing surveys, the webinar impressed again.

If you are an Asia Pacific member organisation who missed the webinar, and you would like the recording, please contact Executive Manager, Anu Mehta on mspa-ap@mysteryshop.org

Upcoming Professional Development Workshop

'Operational Excellence in Mystery Shopping'

Jakarta, Indonesia 13th July 2016

Email mspa-ap@mysteryshop.org for more information

MSPA-AP Shopper Certification

The MSPA recognizes that Mystery Shopping is a profession, not just a hobby. As in the case of other professions, we believe that a means of addressing shopper standardization - education and certification is necessary. In response to this need, we have developed the Online MSPA Asia Pacific Shopper Certification program. Companies are always looking to hire the best and the brightest, and Certification is one method of setting you apart from the rest.

Silver Certification consists of a US\$18.15 on-line test. If you pass this test, you will be given a confirmation number AND receive a Shopper Certification from MSPA-AP.

[Click here to proceed to the MSPA-Asia Pacific Certification \(ENGLISH\) On-line Testing](#)



MSPA® ASIA/PACIFIC new members

A big welcome to our newest MSPA-AP members.
We look forward to meeting you all.

- Bare Associates India Pvt Ltd
- PT. Melia Sukma Inspirasi Indonesia
- Force Research China

- Trust U Consultant Services Co., LTD. - Taiwan
- Taiwan Trend Research, Co., Ltd. (TTR) Taiwan
- Premier Marketing Management UAE
- PT MARS Indonesia

MSPA-EU Malta Conference Takeaways

The MSPA-EU Conference in Malta last month provided opportunities to attend an interesting variety of presentations. Of course, there were many useful tips from experienced operators from inside our industry and out, but here are three noteworthy Mystery Shopping ideas for consideration...

Client use of Mystery Shopping results

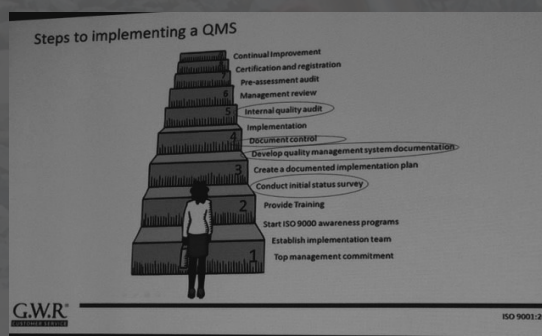
One key responsibility of Esra Altun, Director of Retail Internal Audit & Process Assurance at Turkish Fashion Brand, LC Waikiki, is to coordinate Mystery Shopper Research for 500+ stores in 26 countries. Her presentation on operational challenges of running such a large MSP was interesting however it was her insight into how the organisation uses and communicates the results to its teams that grabbed everyone's attention.

From actual MSP feedback, LC Waikiki develops online training 'games' for staff. The games represent authentic in-store scenarios as reported by the mystery shoppers. The videos enable the staff to learn in a fun and interactive environment.

The innovative company also utilises their mystery shopping results to reward teams in each country. They issue recognition certificates to stores with the best scores, with managers present to congratulate and celebrate the achievement. These positive achievements, and winning team photos, are communicated throughout the company via a monthly dedicated Mystery Shopping Newsletter. The encouraging report comments and results are noted, along with goals set in the areas requiring improvement.

The ISO Roadmap

One of the popular breakout sessions at the MSPA-EU Conference was delivered by MSPA-AP member, Nabil Rizkallah, Founder and CEO of GWR Consulting. Growth for GWR focused on developing a Quality Management System to maintain standards.



They gained certification in ISO 9001:2008 in 2010, and Nabil was eloquent in sharing their experiences with a receptive audience. The benefits of seeking ISO certification for mystery shopping companies include the internal rewards of better quality services, and increased control, productivity and efficiency, while external benefits incorporate access to new markets, increased market share leading to greater sales.

With the prospect of significant changes facing our industry and businesses, the process of continuous internal Improvement necessary to fulfil and maintain ISO certification, is the most positive effort Mystery Shopping companies can make to ensure value and standards for clients in our region.

Time to think, and Fast!



Change is inevitable and speed is of the essence – truer now than ever. The single most powerful differentiator for organisations is proven to be Customer Experience. Nigel Cover, VP Business Services Europe for MaritzCX and Past President MSPA Europe and Past Chair MSPA Global Advisory Committee, explored why and gave insight into how major corporates think about CX, exposed their gaps and provided a view on where we, as mystery shopping companies fit... Providing we meet the challenge of change and flexibility.

An interesting set of figures from Nigel's presentation included the global spend Customer Experience in 2014 sitting at US\$3,770,000,000, with an estimated increase to \$8,390,000,000 in 2019. Staggering numbers holding significant value for mystery shopping companies willing to adopt a CX approach with clients. According to Gartner, in 2016, '89% of companies will be differentiating themselves mostly on the basis of Customer Experience'.

Spoiler Alert – if we play our cards right, we'll be seeing Nigel present at our MSPA-AP Conference in Mumbai this November.

MSPA® international round-up



MSPA Europe Second Workshop Week 3 - 5 October 2016, Vienna, Austria

After the first successful Education week in 2015, MSPA-EU hosts a **new European MSPA Education week in October 2016** given by Mystery Shopping business professionals. Seven workshops organized in 2.5 days and choose to attend 1, 2, 3 or all 7

MSPA Europe - BLOG

Employee Happiness correlates with NPS by Veronica Boxberg Karlsson,
Founder MSPA-EU – April 2016-05-02—[Click here](#)

MSPA North America Conference 2016

MSPA-NA's next Annual Conference set for 19-21 October in the beautiful city of **Fajardo, Puerto Rico**.

MSPA North America provides educational and networking opportunities at our various events. This is a great way to engage with your peers and build lasting business relationships. MSPA-NA have already begun planning so save the date.



MSPA Europe Conference Malta 2016

MSPA Europe gathered Mystery Shopping professionals for its Annual Conference – the largest Mystery Shopping event world-wide. Over 250 delegates from 48 countries shared, learned and networked for 2.5 days at the 17th Conference in Malta.

The theme of the 17th annual MSPA conference was,

“Your Future Now “Increasing Relevance and Creating Demand for Mystery Shopping”

are the watchwords of business growth in our current age. Experts from the worldwide business of mystery shopping gathered in Malta including mystery shopping experts, providers and clients, discussing vital areas of interest to both large and small companies. Almost all guests joined the welcoming reception on Tuesday and the Dinner event on Thursday evening; they enjoyed an excellent dinner at Paranga Beach Restaurant with fire dancers and sword eaters, a magnificent band and excellent food and wines.

Next years MSPA Europe conference will be organized in **Belgrade, Serbia - 23-25 May 2017**.



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international MSPA websites

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case study exchange



This quarters Case Study was written by MSPA-AP Past President Steven Di Pietro of [Service Integrity](#), Australia. Steven says to run a world class Mystery Shopping Program, you need to be sure the correct questions are being asked

Designing customer Surveys—10 things you must do

It is possible to avoid making bad decisions from good data. Customer surveys are sometimes created without much thought beyond asking someone to send out a survey. Worse still, sometimes the questions are just based on a template found on the internet and not modified.

1. Have a goal

Too many questionnaires are aimless. Just saying “Let’s find out what the customer thinks” is insufficient. Ask yourself the following questions:

- What will change once the results are received?
- Why am I collecting the data? For example – to get a broad grip of service, to improve contact centre service, for marketing, for retention, for staff KPI’s etc.

2. Who is it aimed at?

Understand the exact customer group (e.g. prospects, loyals, influencers, decision makers, expired) you need to survey.

3. Use the right structured questions

See Steven’s previous post showing [12 tips about how to structure questions](#).

4. Relevance

Only ask information relevant to your goal. Keep the surveys as tight as possible. It will improve accuracy and completion rates. If the goal is to improve service in the call centre, don’t be tempted to ask in-store questions.

5. Dynamic

Collect only dynamic information. There is no use continuously asking customers if the store signage was visible. Ask once, and then move on. Ask about variable elements, e.g. Staff service, cleanliness, delivery times, answering times. If you want to find out about the user likeability of an IVR system, ask questions in a separate survey – it won’t change between callers – until you change it.

6. ■ Controllable and actionable

Staff should only be measured on the controllable. If they are working in an old store and they have no control over fit-out, then the store should not be disadvantaged. Likewise, a manager should not be disadvantaged for long lines if they don’t do the rosters. The information collected should be actionable as well as controllable. Only measure things you can fix. For example, access cannot be changed if you cannot alter public transport.

7. Meaning

Most surveys output a number or percentage. That number must mean something. Sometimes service data is combined with operational data to form a blended number which cannot be described as anything. You can say our satisfaction has increased 2% and people know what it means. You cannot say the combined Service, Complaints and Efficiency target has increased 2%, because it means nothing. If they must be combined, consider using an index instead of a percentage.

8. Conservative Benchmarks

Some clients set overly ambitious targets which are expensive to achieve. Sometimes, going from 80% satisfaction to 90% satisfaction is easier than going from 90% satisfaction to 92% satisfaction. Sometimes enough is enough. Aim for targets which are appropriate and efficient.

9. Focus on the system, not the individual

It is tempting to find the person on shift during a bad mystery shop result, or the section manager in charge of a poor result. It is possible that the survey will expose a poor performer, but first look for system causes, then the individual.

10. The trend is your friend

Don’t just collect information once and build a new strategy. Trends are important and they will smooth out one off rogue results, especially down to store or department level. If data collection is expensive, err towards collecting less information more often.





MSPA[®] ASIA/PACIFIC 2015-16

board directors

M Saidul Haq

President
SRG Bangladesh Limited
mshaq@srgb.org

Ermina Yuliarti

Vice President & Treasurer
MRI, Indonesia
ermina.yuliarti@gmail.com

Aftab Anwar

Founder & Director Professional
Development
Startex Marketing, Pakistan
aftab@startexmarketing.com

Jim Chong

Director Membership
Cardas Research & Consulting Sdn Bhd,
Malaysia
jim@crcg.com.my

Bhairavi Sagar

Director Conference and Marketing
Onion Insights, India
bhairavi.sagar@onioninsights.com

Keira Mackenzie-Smith

Director Communications
Learning Curve Solutions, Hong Kong
keira@thelearningcurve.com.hk

case study exchange

Submissions are examined by the MSPA-AP Board and one will be awarded

‘Exchange Leader’ for the quarter with their Case Study published in the next Newsletter. Winners will receive a certificate acknowledging the achievement. All other acceptable entries are posted to the Members Communication Portal on our new website coming soon.

All successful quarterly Case Study ‘Exchange Leaders’ will go on to be judged and awarded a prize at the annual

MSPA-AP Conference. Stay tuned for more information about the MSPA-AP Awards for Excellence.

What makes a Case Study successful? A one-page story of industry experience demonstrating MSPA standards, ethics and values while sharing knowledge and thought-provoking ideas from our daily mystery shopping lives.

quarterly quote

Professional Standards and Ethical Conduct – Applying the Code

Responsibilities to the Clients

MSPA Members will report mystery shopping results accurately and honestly. The mystery shopping process should be described in enough detail that a skilled researcher could repeat the project if necessary. Results will be presented clearly and fairly, including any that seem contradictory or unfavourable.

be social

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