

INSIGHT 360°

QUARTERLY NEWSLETTER ISSUE AUG 2015

MSPA-AP NEWS & EVENTS PG 1

MSPA-AP FIRST NETWORKING EVENT PG 3

INTERNATIONAL MSPA ROUND UP PG 4

SOUND BYTES WITH TOSHIO KIGUCHI PG 5

ASK THE EXPERT PG 6

CASE STUDY EXCHANGE
WITH KAPIL MALHOTRA PG 7

FROM THE EDITOR'S DESK



Keira Mackenzie-Smith

Perhaps you're lucky (or smart) enough to be reading this from your beachside deck chair as we workers keep the Asia-Pacific economies afloat. I hope you're relishing your summer, or bearing the winter, wherever you are.

I hope you've all made your Sydney flight reservations for our conference in November. The latest on the Conference in this issue. Registrations are now open and we encourage you to book tickets and accommodation early to secure a spot in one of the world's most beautiful cities (no bias here at all...).

The last three months have been filled with activity for all our MSPA-AP members and board. Saidul, Aftab and I attended the incredibly informative MSPA-Europe Conference in Riga, Latvia. With a theme of 'Customer Experience Matters', there were many public and private debates about the role and future of mystery shopping.

Last month, we ran our inaugural MSPA-Asia Pacific Networking Series event in Hong Kong. We gathered a fun group of 25 members and non-members from Hong Kong and China who were pleased for the opportunity to meet and mix business with social. We plan to run the event in other cities around Asia so we'll keep you posted with the next location.

We hope you enjoy our latest newsletter bursting with mystery shopping snippets and features from our members. Thank you to the members who submitted articles for our Case Study Exchange. This quarter, we're featuring Mr Kapil Malhotra from India. We look forward to your submission in our next newsletter.

FUNCTIONAL COMMITTEES 2015-16

- Michelle Perez Patel, SatisFind, Philippines joining Jim Chong et al on the MEMBERSHIP COMMITTEE
- Rachelle Walker, Undercover Customer, Australia and John Ho, EBO Market Research Services, China, assisting Aftab Anwar on the PROFESSIONAL DEVELOPMENT COMMITTEE
- Michelle Pascoe, Optimum Operating Procedures & Services (OOPS), Australia working hard with Peter Rogers and the CONFERENCE COMMITTEE
- Daniel Dannenmann, BARE International joining Keira Mackenzie-Smith on the COMMUNICATIONS COMMITTEE
- Mazen Sakran, Customex, UAE, Jeroen De Koning, AQ Services International, Singapore and Gaurav Pachauri, WeMark Marketing, India supporting Bhairavi Sagar on the MARKETING COMMITTEE



UPCOMING PROFESSIONAL DEVELOPMENT WEBINAR

"Keeping Shoppers Trained & Motivated"
Wednesday 19 August 2015

BOOK YOUR PLACE NOW mspa-ap@mysteryshop.org.

MSPA-AP NEWS & EVENTS

MSPA-AP CONFERENCE, SYDNEY

The MSPA-AP Annual Conference is now open for registrations. Be sure to contact Anu Mehta to reserve your places mspa-ap@mysteryshop.org. You've received an email with details regarding conference dates, the hotels and the conference registration form. We encourage you to book early. And for any company looking for a great platform to market their related product or service, then MSPA-AP Conference Sponsorship is a smart option.

While your mentally planning your trip to Sydney, take a sneak peak at two of our confirmed speakers.



Professor Benrimoj - Head of Graduate School of Health, University of Technology, Sydney, Emeritus Professor, University of Sydney presenting his studies on the use of pseudo-patients (mystery shoppers) in the training of Pharmacists. His conference presentation will explain how the use of mystery shoppers statistically improves training outcomes. You will gain significant insight in how clients can benefit from his mystery shopping methodology. Copies of his paper will be made available to attendees.



Rowan Lodge - Head of Retail Design & Development for Aesop. A well-recognised Australian skin, hair, body products brand in 40 countries. Until 2014, he was Global Head of Retail Development for Adidas. Rowan has seen mystery shopping evolve from measuring basic transactional and operational KPI's, to capturing the emotive connection important to customers. Getting a score out of ten for store cleanliness, or being greeted as you enter, are no longer the measures of success.

SYDNEY IN NOVEMBER

Sydney in November is a beautiful time. The skies are clear, temperatures warm and rarely does it rain (but now I've said that...). There is almost too much to do in and around Sydney in November so we can help start your research here:

Iconic building always open for tours - <http://www.sydneyoperahouse.com>

Early morning bridge climb is spectacular - <http://www.bridgeclimb.com/>

Wonderful art exhibitions - <http://www.artgallery.nsw.gov.au/exhibitions/the-greats>

The Australian championships 26-29 November- <http://www.emiratesaustralianopen.com.au>

For the keen golfers NSW golf championship 13-16 November - <http://www.golfnsw.org>

Theatre and musicals - <http://www.ticketmaster.com.au>

For those with kids 14-15 November - <http://www.toyandgameexpo.com.au>

Organic produce by the sea - <http://www.bondimarkets.com.au/farmers/>

Listings of all local markets - <http://www.organicfoodmarkets.com.au>

Chinatown night markets - <http://www.chinatownmarkets.com.au>

Fair fun in the streets 15 November - <http://www.glebestreetfair.com>

And for the Sci Fi nerds - <http://www.fantasticplanetfilmfestival.com>

MSPA-AP NETWORKING SERIES



Hong Kong was the location for MSPA-AP's inaugural networking event. And what a success it was. We were joined by MSPA members, and local non-members. The evening, the first in a series of networking events planned for Asia Pacific, was attended by 25 people from local Hong Kong and China-based mystery shopping and market research companies who enjoyed the opportunity to meet one another socially.

The aim of the event was to form stronger bonds between our organisations, get to know one another informally, promote and drive membership for MSPA-AP. All of which was achieved. Many thanks to Learning Curve, Hong Kong for their time and efforts in organising the event. Thanks to our key sponsor, Shop-metrics and to the venue, Frites Central for their generosity.

We look forward to the next networking event in coming months. We'll let you know when the next event comes to your city, or at least one close by...

INTERNATIONAL MSPA ROUND UP

MSPA-EU CONFERENCE

Yvonne Kinzel and the MSPA-EU team organised a 'brilliant' conference with over 200 of our northern Mystery Shopping cousins in the fascinating town of Riga, Latvia. The country is steeped in history with post-conquest influences from Sweden, Russia and Poland. We were treated to a guided tour of the old town of Riga, exploring streets, town squares and markets rich with traditional food culture.

The conference theme of 'Customer Experience Matters' drove debate around the hotel halls – will those mystery shopping companies offering traditional standards-checking services survive in the new world of Customer Experience CX? Questions were being posed by even the stalwarts of mystery shopping - should MS and CX walk alongside one another as affable acquaintances or should the two develop a deeper relationship as passionate paramours, where respective endowments may produce an everlasting union? And the debate continues.

It was great to see many of our Asia Pacific members in attendance, including Saidul Haq, Aftab Anwar and Keira Mackenzie-Smith from the Board. Planning is already underway for the 2016 MSPA-EU conference in the beautiful town of Valetta, Malta.



INTERNATIONAL MSPA NEWS & EVENTS

MSPA EUROPE

MYSTERY SHOPPING PROVIDERS ASSOCIATION

MSPA-EUROPE LAUNCHED A NEW WEBSITE

MSPA-EU has created a site with a fresh and exciting look and feel, and over the coming months new functionality will be added to offer visitors a wealth of information about the Mystery Shopping industry. There will be lots of great content available updated regularly, making this site the 'go to' site for Mystery Shopping – www.mspa-eu.org

MSPA-EUROPE ANNUAL CONFERENCE 26-28 MAY 2015 – RIGA, LATVIA

The 16th annual conference of MSPA-Europe in Riga was a big success. Over 230 delegates coming from 47 countries shared, learned and networked for 2,5 days – again in 2015 the largest Mystery Shopping event worldwide! Conference materials and presentations are available when you log in to the members area of the MSPA-Europe website! Check out the photo gallery at <http://www.mspa-eu.org/photo-gallery-events.html>

Mark your agenda 24-26 May 2016 for the next conference in MALTA! You do not want to miss this one... <http://www.mspa-eu.org/en/>

MSPA NORTH AMERICA

MYSTERY SHOPPING PROVIDERS ASSOCIATION

2015 CXE3 CONFERENCE to be held October 13-15 at the Hilton Universal City, Los Angeles, California. This year's event will be filled with networking, education and fun – all with the spotlight on you! Save the date and watch for details soon.

SHOPPERFEST 2015 to be held on the weekend of October 16-18 at the Embassy Suites Anaheim-North, California. This is the only shopper conference which is developed and led by the companies providing the opportunities to independent contractors!

MSPA-NA in Washington - Russ Hollrah and Paul Ryan have met with different senators and representatives in Washington, DC. We are waiting for the right legislative opportunity to insert our language for shopper classification.

ONLINE TRAINING – MSPA-NA launching next month an online training module for independent contractors (shoppers) to complete a variety of courses to enhance their skills with new courses added annually. <http://www.mspa-na.org/>

MSPA-AP FEATURES



SOUND BYTES FEATURING TOSHIO KIGUCHI FROM JAPAN

With 30 years' experience in both domestic and international banking, Toshio acquired outstanding management skills and developed a wide people-network. After he was recruited as the CEO of ARC, in just two years, he successfully revived AJIS Research Company, after suffering from a shortage of sales turnover, even with a long history in Japanese mystery shopping market.

Toshio is very sociable person who enjoys both working hard and playing golf with H.C.12. In May this year, he proudly won the Better Business World Wide 20 Years Anniversary Golf Competition in Sweden.

How is business in your Country?

Most Japanese companies prefer to solve their problems concerning customer service internally. They often arrange organizations to audit their staff performance and attempt to solve any problems through QC activity.

From some 10 years, this preference, at least within the food and retail industries, changed by the influence of U.S.A. It became a kind of fashion to introduce Mystery Shopping to measure the standard of customer service, but most Japanese MS providers don't understand how to use this system correctly. This led to an underutilization of reports which in turn caused the MS 'fever' to cool off. This is proven in the small market size of MS within the GDP of Japan.

What are some of the issues you are facing? Have you solved them?

In the Japanese market, the powerful MS providers were large research companies and consultants. These dominating companies imposed mystery shopping fees which were either very high or nil as their survey cost might be included in the consultant fee. As a result, most Japanese clients did not have the proper idea of MS costs. As MSPA members, ARC work to enlighten clients about legitimate Mystery Shopping and educate them in how to correctly use the MS method. Last year, we achieved 40% increase in sales, showing our strategy is working.

What's a recent positive development you have seen in the industry or your business?

As the leading MS provider in Japan, with 5,000 active shoppers throughout Japan, we have started a new project named "Service of the Year"; the first service standard ranking in all industries in Japanese retail market. We issued "Service of the Year 2014" last year covering 1,661 shops. It was very successful and this year again issued "Service of the Year 2015" which covered 2,145 shops. We would like to make it the accepted standard for Japanese retail shops. Our company goal is to expand the covering are from only Japanese market to Asian market. And at the same time, with the collaboration with MSPA member companies, we would like to provide MS service for Japanese multi-national companies.

ASK THE EXPERT



Q: “I keep hearing the phrase Customer Experience or CX. What really is it?”

A: Well, if you refer to Wikipedia (yes, Wikipedia!), ‘customer experience (CX) is the product of an interaction between an organization and a customer over the duration of their relationship. This interaction includes a customer’s attraction, awareness, discovery, cultivation, advocacy and purchase and use of a service. It is measured by the individual’s experience during all points of contact against the individual’s expectations. Customer experience management has been recognized as the future of the customer service and sales industry. Companies are using this approach to anticipate customer needs and adopt the mindset of the customer.’

Mystery Shopping Programs are one tool used to measure the experience of a customer from an unbiased point of view, yet offering an authentic reflection of a real customer interaction. A full analysis of a customer’s experience would include collating ‘big data’ such as social media comments, customer satisfaction feedback, sales records and mystery shopping results.

Q: “Have you got any tips for keeping our Mystery Shopper team motivated?”

A: Sadly, we don’t usually get to see our shoppers as often as we’d like, which makes motivation even more difficult than the average workplace. Some suggestions to keep shoppers feeling they are connected to a ‘family’ include creating an ‘invitation-only’ Shopper Facebook (or alternative) Group or Intranet page for shoppers to share and exchange ideas and ask questions. It becomes the perfect avenue for praising and rewarding to encourage positive behaviour. Start ‘Whatsapp’ or similar groups for certain mystery shopping jobs.

Consider Shopper Rewards for jobs well done. Like a Frequent Flyer Program, shoppers can collect points for exceptional work and are able to claim ‘prizes’ from a reward brochure. Recognition is a powerful driver of staff engagement so post results on the group pages/intranet too. Create a monthly Shopper Newsletter. Run Shopper Training Webinars where shoppers receive ‘reward’ points for attending and interacting with sessions. Send real or e-Birthday Cards, or e-gift cards to your shoppers. Send occasional postcards. Nothing beats the face-to-face contact so organise social occasions or educational events whenever possible.

Q: “We’ve found one of our shoppers is using social media to talk about their mystery shopping jobs and even sharing photos with their networks. Does MSPA-AP have guidelines on how to deal with this and prevent it from happening in the future?”

A: Yes, please refer to the MSPA Code of Professional Standards and Ethics Agreement for Mystery Shoppers: http://www.mspa-ap.org/en/Ethics_shoppers.html. It was established to ensure that all shoppers collaborating with MSPA members conform to the following principles in relation to your matter:

- I will not share information with others on which company shops which clients;
- I will not share information with others on shopping fees and reimbursements for specific clients;
- I will not share the results of a shop with others in order to protect the clients confidentiality

One of three possible recommended actions may be taken against a shopper for such violations:

1. Warn the shopper against any further behaviours which led to the complaint
2. Censure the shopper and notify all MSPA members of the action
3. Revoke the shopper’s MSPA certification and notify all MSPA members of the action

CASE STUDY EXCHANGE



Mystery Shopping

STRATEGY BEHIND INCREASING A RETAILER'S TOPLINE AND BOTTOMLINE

Article By Kapil Malhotra, Total Solutions Group, India

Total Solutions Group, a leading player in Mystery Shopping began its journey in 1998 as the pioneer of Mystery Shopping in India and to become one of the largest and most dynamic providers of customer experience mapping solutions in India and the South-East Asian countries. TSG now has 32 offices pan-India with over 4,000+ certified and trained mystery shoppers. As the name states, Total Solutions Group (TSG) does not consider itself as a service provider, but as a solutions provider. According to industry estimates, Mystery shopping is around Rs 835 crore business in India by annual revenue and growing at a yearly clip of 30-40 per cent. Total Solutions Group has deployed Mystery Shopping programs with many leading Indian and international brands including Samsung, Vodafone, TATA Croma, CCD, Baskin Robbins, Toyota and Chili's.

Mystery Shopping is vital to an organisation with effect to the following outputs:

- A. Evaluating adherence to standard operating procedures
- B. Identifying revenue leakage opportunities
- C. Identifying whether the inventory/ VM planogram is in line with the company policy and that no unauthorised/outside products are available
- D. Ensuring that employee integrity is of the highest level to reduce revenue leakage and self-cannibalisation in the company
- E. Measuring and monitoring customer experience on a regular basis.

Enhancing customer experience

It's no surprise that Mystery Shopping brings numerous benefits to its users including enhancing consumer experience, as when employees know that a mystery shopper can visit their store at any given time, they are more inclined to provide excellent customer service to every customer. In this case, a level of self-policing is established which also ensures the highest level of employee integrity. With the internal control observations in every report, the organisation can take appropriate steps to strengthen its employee pool and eradicate any vulnerability. This will ensure that there is no loss to the top line due to dishonesty or carelessness from the employees.

Total Solutions Group's Mystery Shopping is a fact finding activity and not a fault finding activity which is structured in such a way so as to make it an enabler by empowering the entire work-force towards improved performance on the floor. Mystery Shopping also focuses on finding the key talent and best employees. The Mystery Shoppers are instructed to find positive insights as well as the negative concern areas. The key to success for an organisation is how to structure the Mystery Shopping program wherein it positively impacts the company's revenues through enhanced customer satisfaction and loyalty.

Another growing trend has been ensuring food safety within the food service industry with new rules and regulations being established by India's food safety and security commission. Through our ties with FSSAI and NRAI, TSI has become a leader in evaluating food service quality and safety. Our customized auditing model checks all F&B industry-specific quality assurance standards and can be tailored to fit any size outlet. This is vital to create accountability and keep staff incentivized to consistently perform at a high level and in the safest way possible to protect the customer.



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.

2015-16 BOARD DIRECTORS

M Saidul Haq
President
SRG Bangladesh Limited
mshaq@srgb.org

Ermina Yulianti
Vice President & Treasurer
MRI, Indonesia
ermina.yulianti@gmail.com

Peter Rogers
Immediate Past President & Director Conference
Shopping Science International, Australia
peter.r@shoppingscience.com.au

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 Marketing
Onion Insights, India
bhairavi.sagar@onioninsights.com

Keira Mackenzie-Smith
Director Communications
Learning Curve Solutions, Hong Kong
keira@thelearningcurve.com.hk

NEW MEMBERS

G.W.R Consulting UAE
Au Couer Du Luxe - Hong Kong
4 Service Scheduling Kazakhstan

REMINDERS

BE SOCIAL

TUNE IN TO MSPA-AP EVENTS AND NEWS AS IT HAPPENS...

WEBSITE:
WWW.MSPA-AP.ORG

TWITTER:
[@MSPA_AP](https://twitter.com/MSPA_AP) [WWW.TWITTER.COM/MSPA_AP](https://www.twitter.com/MSPA_AP)

FACEBOOK:
[WWW.FACEBOOK.COM/MSPA.ASIAPACIFIC](https://www.facebook.com/MSPA.ASIAPACIFIC)

FOLLOW OUR CONFERENCE UPDATES
[WWW.FACEBOOK.COM/EVENTS/1561864214062141](https://www.facebook.com/events/1561864214062141)

MSPA-AP QUARTERLY QUOTE

"The MSPA expects members and shoppers to follow principles of honesty, professionalism, fairness and confidentiality to guard the interests of the public and our clients in order to promote good business practices. For this purpose, MSPA encourages shoppers to obtain MSPA Shopper Certification."