

MSPA ASIA/PACIFIC

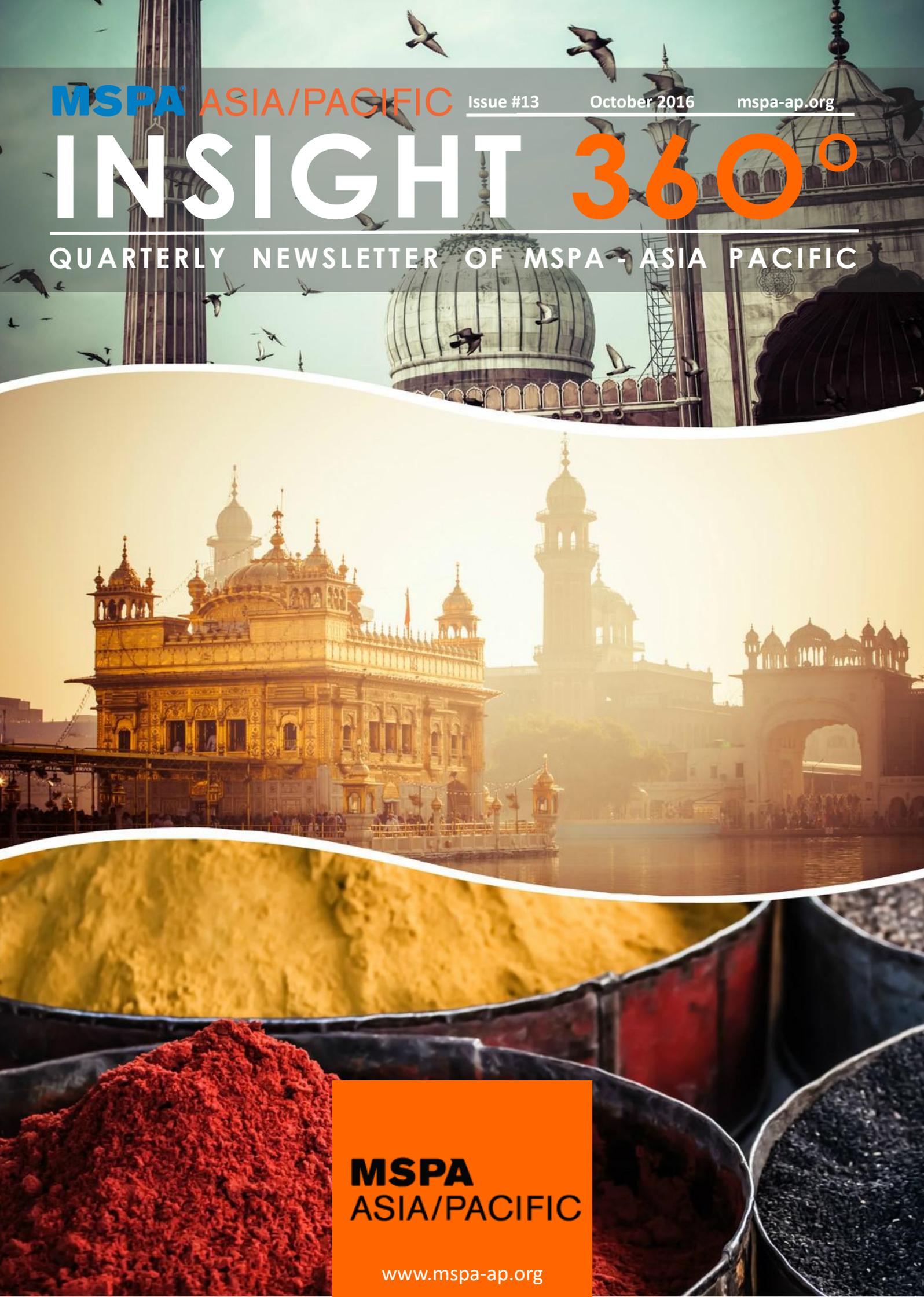
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INSIGHT 360°

QUARTERLY NEWSLETTER OF MSPA - ASIA PACIFIC



MSPA
ASIA/PACIFIC

www.mspa-ap.org

from the editor's desk

In less than two months from now, we'll be excitedly packing bags for our trip to Mumbai for the 12th annual MSPA Asia Pacific Conference.

Mumbai is the hometown of our Marketing and Conference Director, Bhairavi Sagar, and if anyone knows how to host an event in India, it's Bhairavi. She and our Board warmly invite you and your team to this special get-together from 16-18 November. What a great opportunity to explore this incredible city and surrounding region.

Thank you for joining us for this Newsletter. It's crammed full of information about the Conference, along with all the latest feedback and news about previous and upcoming MSPA events in our region. It's been a busy period for the Professional Development team with two successful Workshops in Jakarta, and the recent 'Educating Clients' Members-Only Webinar.

Did someone mention Mystery Games? You're not going to want to miss the inaugural MSPA AP Mystery Tournament being launched at the Conference. No, we can't reveal yet but start assembling your team for this do or die contest.

Have you logged into the MSPA-AP Members Only portal on our website yet? This recent addition to the website is so fresh we're still loading it with valuable information on the Association and material relevant to our industry. If you have any articles or information you think may benefit fellow members, please send to Anu Mehta mspa-ap@mysteryshop.org

Let's begin the Newsletter...



Keira Mackenzie-Smith

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mumbai
मुंबई



We're excited to host all our Members in Mumbai next month. Here are several updates and details you'll need to plan your trip...



Conference Sponsorship

We have a new initiative proving to be very interesting to our Members – Conference Sponsorship. Join our regular sponsors in supporting the Conference from as little as US\$500, up to \$5,000.

The Conference is an excellent platform to showcase your services and products. You will enjoy valuable benefits including your company logo displayed in the Conference booklet, event signage and on the website, as well as the opportunity to place your company material in Conference packs. Two sponsorship categories provide free Conference registration or even your own time on stage to present during the Conference.

This is a unique opportunity to engage with all our Members and the expected 80-100 delegates from all corners of the world. Just ask MSPA -AP member Toshio Kiguchi from AJIS in Japan; his company is very excited to have the chance to highlight their services to you.



Conference Hotel

The official Conference Hotel is the beautiful **St Regis Mumbai**. The rooms are booking quickly so we encourage you to register your stay today.

[Click here to book your room](#) and enjoy the special MSPA rates as rooms are limited and we are expecting big numbers!



Must See Sights in Mumbai

- Heritage & photo walk to Gateway of India
- Heritage walk in Taj Mahal Hotel
- Morning evening walk at Marine Drive
- Evening walk at Band Strand Promenade
- Walk on the Juhu Beach
- Visit the Siddhivinayak Temple
- A Visit to Haji Ali Dargah
- Shopping at Colaba Causeway
- Experience activities at Nehru Centre
- National Gallery of Modern Art
- Walk to the Chatrapati Shivaji Terminus or Victoria Terminus is a UNESCO World Heritage Site and a historic Railway station



Indian Visa

An Indian visa is required by citizens of many countries. Do check out the visa requirements for your country. We are happy to provide a visa invite letter for the conference once your MSPA-AP conference registration is confirmed. Check all Visa details by [clicking here](#)



What's on in Mumbai

For more information on what's happening in and around Mumbai in November visit:

- [Events High Mumbai Website](#)

[Click here](#) for another 101 things to do in Mumbai





conference speakers



'Hook, Line & Thinker – Communicating Insight through Compelling Stories'

DANIEL WAIN: Founder Director Daniel Wain Consulting,

Danny Wain from Daniel Wain Consulting, specialises in Learning and Development (L&D) / HR consultancy, training and coaching internationally in a range of business, communication and relationship skills. Previously, Daniel was Worldwide Director of Learning and Development at Research International, and headed up RIUK's Mystery Customer Research team.

With over 25 years in Research and Business Development, Daniel was privileged to work with a diverse range of clients, including Audi, Boots, Royal Mail, Transport for London, Unilever and Virgin BBC, BT, Capita, Debenhams, Hewlett-Packard, PwC, Telia Sonera, Tesco Bank and Waitrose. He has won several awards and many acclaims for his energetic presentations across various forums.

The key objectives of the session are:

- To define 'insight' and then communicate it with a confident point of view via a clear, concise and compelling story;
- To apply a journalistic approach so that one can 'pass the elevator test', using data to support one's story, not complicate it;
- To consider the impact that visual design can have on how one's story is received and understood;
- To create communication that is impactful, end user-focused, memorable and action-orientated.



'Corruption in the Mystery Shopping Industry' - Over-promising and under-delivering; the new frontier

FELECIA BRAMBLE: Director Service Integrity Mystery Shopping, Australia

Felecia has been in the Mystery Shopping industry for over 10 years. Felecia originally started her career in the textiles and fashion industry, before moving into Mystery Shopping. She progressed through Service Integrity to a point where she now manages and co-owns the business. Felecia is also a keen devotee of Art Deco architecture and vintage fashions. In fact she also owns a fashion label called Starlet Fever.

Key Objectives of this session are:

- The new competitive scramble beyond price, towards features and value
- How providers are under-promising and under-delivering, thereby corrupting the Industry
- Ways to audit your own sales promise to your operational execution
- How to insulate yourself to stand out with integrity.



AJAY MACADEN- Executive Director, Nielsen, India Ajay has worked with leading Brands across Telecom, Auto and Infrastructure verticals on a variety of Mystery shopping projects.

In his presentation Ajay will share his experience and the Indian market scenario.



conference speakers



**'Time to think, and fast! -
The Future of CX - the challenge
and your role'.**

**NIGEL COVER - VP Business Services MaritzCX
United Kingdom**

Nigel is the VP Business Services for MaritzCX based in United Kingdom. He has 33 years of experience in Performance Improvement, Performance Measurement and Mystery Shopping. Nigel is the Past Chair of the MSPA Global board and past President of MSPA Europe. He has been a popular and highly acclaimed speaker at the MSPA Conferences and also at company events.

Some points being covered in this presentation will be:

- The rise of CX and CX global providers in the market
- How clients see CX performance and the impact it has on their bottom line
- Where Mystery Shopping fits
- How to position yourselves to take advantage



**Winning clients SIMULATION—
Should you reinvent your sales
approach?**

**STEVEN DI PIETRO: Co-Owner Service Integrity
Mystery Shopping Australia**

This unique session is an MSPA world first and will feel lightning fast. In his presentation Steven is going to take us through a simulated journey of winning clients. He's invited us all to enjoy the ride with an open mind to a destination unknown.

Key objectives of this session:

- An interactive expanded session using lifelike case-studies with two simulations.
- Learn how to position your company beyond quality and price.
- Dealing with the surprises clients love to throw at us.



**'How can 'Shopper Archetypes'
become an integral part of
Mystery Shopping**

**AHMAD ABU ZANNAD: Regional Strategy
Director, Leo Burnett, Mena, UAE**

Some points being covered in this presentation will be:

Ahmad will be summarizing the key take-outs from the 'PeopleShop' global study conducted by Leo Burnett and showcasing their applications to mystery shopping frameworks, strategies and executions. This study unfolded newly identified shopper archetypes that need to be specifically catered for by brands. However, insights on how the actual experience of these specific archetypes might not be captured by mystery shopping today. This could pose as either a threat where mystery shopping could be perceived as irrelevant, or it could pose as an opportunity where mystery shopping can capture insights leading to actionable recommendations.

Now, how can shopper archetypes, their modes, needs and touch points become an integral part of mystery shopping and how can they affect the frameworks, strategies and executions being applied in mystery shopping.

He is an award winning author of 2 books and several articles on subjects such as shopper marketing, strategic brand building and retail strategies.

Conference Special Mystery Tournament



The MSPA-AP inaugural Mystery Tournament will be launched at this year's Conference. We're hoping you'll all join the fiercely contested, knock-out rounds of Members vs Directors, Tech Vendors vs Project Managers, Founders vs The World. Get your reflexes ready for a battle like no other.



MSPA-AP Workshop for Clients - A NEW INITIATIVE

As part of the MSPA-AP Education program and in our continuous efforts to provide value for MSPA membership, the MSPA-AP Professional Development Committee has conducted workshops in Mumbai, Delhi, Kuala Lumpur, Shanghai, Sydney and Jakarta.

The MSPA-AP Workshop for its members and service providers have been widely acclaimed by the all as they were able to take advantage of the Experience, Expertise and Knowledge of the presenters. In addition to the workshops held for members and service providers, MSPA-AP has taken a new initiative to help its Members grow and expand their businesses.

MSPA-AP now offers its Members an opportunity to help their Clients understand and make best use of Mystery Shopping Program, a full day workshop exclusively designed for Clients, that will help them better understand and make use of mystery shopping for the ultimate benefit of their businesses. The facility is also available for Members to hold workshop exclusively for their own Clients.

MSPA-AP arranges workshops on requests of Members or on viewing the need of various markets. However, Members can make a request to MSPA-AP to arrange workshops for any country. The workshops are conducted by experts in the field of Mystery Shopping.

To further understand the details and criteria for requesting workshops for clients - please contact Anu Mehta mspa-ap@mysteryshop.org



Members Only Portal

You would have received our email recently updating you on the NEW Members-only area of our website. We are still working on gradually filling the portal with valuable MSPA content and industry news.

This is the place to find our previous Newsletters, recordings of Webinars, Conference material and the all-important MSPA-AP By-Laws. We also have a Job Scheduler for members to post Member or Shopper requests for your mystery shopping assignments.

Go to the MEMBERS LOGIN button on the top right side of the website home page.



MSPA-AP Website Banner Advertising

The MSPA-AP website offers our Members an exceptionally valuable Marketing tool – Website Banner Advertising.

Advertising on the Asia Pacific MSPA web site offers your company exposure to targeted market segments. Just one piece of business can cover your advertising costs.

The structure of the site is such that targeting your specific markets is a straightforward process, based on where your rotating banner is placed. Companies seeking mystery shopping services are using our site daily to search for resources and contacts.

The ads are shown in a highly visible spot on most page, including the Home Page. The cost of Regional Asia Pacific Ad (January – December) is USD 200 per month with a discount of 15% for companies who choose to display Banner Ad for full year. We also have Local Banners available for USD 50 per month with the same discount.

If additional banners on the MSPA-AP web site are bought at the same time as the package, MSPA-AP gives an additional discount of 10% on the additional banners. Every advertisement on a page is placed in random rotation

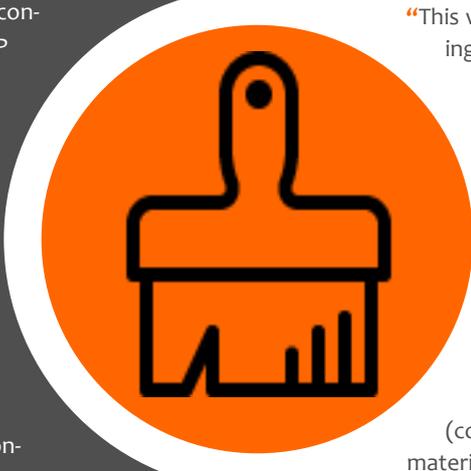
Contact Anu Mehta for all details
mspa-ap@mysteryshop.org



**MSPA-AP
Members
Workshop
Jakarta
12th July 2016**

MSPA-AP held two Professional Development workshops in Jakarta, Indonesia on 12th and 13th July. The practical sessions ‘Operational Excellence in Mystery Shopping’ were conducted by MSPA-AP Founder Aftab Anwar and were well attended by a variety of member, and client participants.

The Members Workshop was attended by 15 participants, including four MSPA-AP Member companies and four Non-member companies. Attendees learnt new ideas and received useful tips on handling their Mystery Shopping business. The workshop offered insightful information on dealing with shoppers and new ways to manage and control their operations.



**MSPA-AP Client Workshop
Jakarta 13th July 2016**



The Client Workshop, a new MSPA-AP initiative (see previous page) was attended by 46 participants from 14 Banks of Indonesia. Attendees were given an education in mystery shopping and how a program can benefit their businesses and service at the frontline.

Both Workshops were full-day interactive sessions with everyone sharing their views and experiences with the groups. Certificates and prizes were awarded for participation. Thanks to Checkers Software Systems for their sponsorship support of our Workshops.

Client Workshop feedback...

“This workshop expands the insight that mystery shopping is not restricted inside the services zone, but is also applicable for other services as well, such as sales, etc”.

“This workshop is very much in correlation with my job as related to measuring & monitoring branch services, particularly regarding MS design, which is very attractive as it offers knowledge and input that are applicable in measurements”. “Sharing’s on popular companies like Mc Donald, Bank of England, etc. which are quite interesting and motivating to improve in making further breakthrough”. Thank you for giving us the opportunity to attend Mystery Shopping workshop”.

“It turns out that MS benefit is really impressive. There are various things that could be achieved by Mystery Shopper, among others:

- 1. Besides collecting field facts to be aware of the gap between the standards to be applied and the existing facts. We could check on the issue of integrity. Especially in general, companies put main value (company culture) to integrity.- from existing data, that could be made as materials for analysis to create continuous improvement to ensure that customers get more benefit (give them what they want).
- 2. I just learned that MS could be made with the purpose of Falsifying Demand to increase sales. So MS not just speak tactically but could also become a strategy for the company.
- 3. MS could be a review material to determine priority to focus on in the future- as material for management evaluation to establish future company strategy, including review on training program, system, standard service, etc.”.



Educating Clients—Webinar

MSPA-AP ran another popular Professional Development Webinar in August, entitled “Educating Clients – How Mystery Shopping Boosts Brand and Bottom Line”. With 38 registered attendees, the discussion topics included practical methods of ensuring our clients are kept well-informed about the strong sales and bottom line benefits of running a mystery shopping program, and how simply a program return on investment can be measured.

The Webinar was a members-only event, and is now available for our members through the Members Area of the association website. Or contact Anu Mehta at mspa-ap@mysteryshop.org

MSPA® international round-up



MSPA Europe Customer Service Week

The Board of **MSPA Europe** is delighted to announce their Customer Service Week for members. The event runs from 3 - 7 October 2016 and being held at the NH Danube Hotel in Vienna, Austria

We all spend our days, weeks and months selling the benefits of great customer service to our clients, but how good are we at practicing what we preach? How well do we serve our internal and external customers – our clients, our employees, our shoppers? This is a week-long opportunity to raise awareness of the importance of great customer service throughout your organisation.



MSPA North America Conference 2016

MSPA-NA’s next Annual Conference set for 19-21 October in the beautiful city of **Farjardo, 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. For more information visit the MSPA-NA web-



Click the icons for access to the international MSPA websites

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Michelle Perez Patel

is the founder of **SatisFIND®** and a former member of the MSPA-AP Board of Directors in 2006-2007. Her passion for market research and customer service, mixed with her entrepreneurial spirit has made her an effective voice in the field of customer experience in the Philippines. Currently a mentor at different startup communities in the Philippines, she is a sought-after speaker on customer experience-related topics.



Mystery Shopping Insights from the Philippines

One of the challenges I faced when I founded SatisFIND® in 2005 was the perceived value of mystery shopping. There was declining interest in mystery shopping when we entered the market. In the Philippines, there weren't many specialized MS providers at the time. The established research agencies outsourced the work to field researchers to do the mystery shops themselves, thus, clients question the quality of the shoppers. With TRUST as a pain point, I made it our mission at SatisFIND to address this.

What I'll be sharing with you are lessons over a decade old, but they are still the same principles that guide us in our work.



Beyond Audit.

As early as 2005, we focused on measuring the Customer Experience and called it the 'new' mystery shopping. What started out as a marketing strategy became a completely new perspective for us as provider. Our reports are comprehensive evaluations of the customer experience. It was no longer just an audit. Each report is a real customer story. While some agencies do not allow subjective questions in their reports, we encouraged them. We asked for our shoppers' suggestions and feelings about their experience. Our tagline 11 years ago was "Pioneering in Customer Experience Measurement". It warms my heart to see how mindsets have evolved since then among both providers and clients.



Real customers don't have to pretend.

The sad state of MS in my home country back then actually helped in positioning our brand. The only way clients can trust our Customer Experience reports was if their own target market evaluated their establishments. So we had to define it clearly -- if it's an "audit", then anyone can "pretend" to be a customer and conduct it. Many clients were already using their own staff to do mystery shopping. SatisFIND had to offer something their own people could not provide -- the perspective of their own target market. Clients in the Philippines are quite sophisticated in market research, and access to real consumers of their brand or their competitors was something they need and were willing to invest in.



Build the right shopper culture.

Not only did we have to market MS differently to our clients by adding more value to the service, but we also had to introduce the concept of MS and set standards for our base of mystery shoppers. First, we called them Advocates, as we felt that if we called them mystery shoppers, the focus might be on earning a quick buck rather than wanting to give feedback to help improve service. There are other providers who would pay shoppers very little per report, but would give them volume of shops to make it worthwhile. While this business model may work for some, it wasn't the kind of shopper culture we intended for SatisFIND. Given the quality work we require from our Advocates, it's only fair that we compensate them well and pay in a reasonable amount of time. Shopper payment turn-around-time continues to be a pain point among mystery shoppers everywhere and SatisFIND is committed to make turn-around-time faster as we scale.

As members of MSPA, we need to protect our industry by evolving to remain relevant to the markets we serve. We need to understand how to work better with our Millennial clients and shoppers. Today, there are more providers specializing in mystery shopping in the Philippines. I feel proud of how the industry has grown over the years and the way the business sector has embraced mystery shopping.

I feel our work has just begun.





Bhairavi Sagar

Onion Insights, India

Onion Insights is a Global Customer Experience Measurement company headquartered in Mumbai, India. We provide innovative and customized Programs to measure Customers' experiences using various tools of Mystery Shopping, Customer Satisfaction and Employee Satisfaction. Our Programs offer valuable insights on how Businesses can Refine and Redefine their Business Goals to provide optimum Customer service and move Customers from being satisfied to loyal and from loyal to being an advocate for the Brand.



How is business in your country?

The current business scenario in India is challenging and dynamic. E-commerce has grown at a very rapid pace in the last few years in India. Growth in internet and mobile phone penetration has changed the entire retail environment and the behaviour of the Customer. Shopping habits of Customers, their expectations and preferences are undergoing a massive change. Due to the E-commerce boom, major retail chains in the country have been experiencing slowdown in the sales volume, impacting their revenue stream. Whilst several years ago, Retail Chains would conduct Mystery Shopping Programs on a monthly basis, they have now lowered the frequency to quarterly or semi-annual, since almost all the Retail Chains run 'End of Season' Sales for almost 4 months in a year, during which time, they lose focus on enhancing their Customer Service initiatives and are only focused on Sales and Revenues.



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

One of the major issues in the Mystery Shopping industry in India is the commoditisation of the Business. More and more users of Mystery Shopping are now preferring to choose a Mystery Shopping Partner mainly on the basis of the 'lowest bid' and this in turn, compels the Provider to cut corners in their processes, thus compromising on the overall quality of the results. As an outcome of this, in the long run, Mystery Shopping users lose their trust on this exercise and begin questioning the Program altogether... it is a vicious cycle. We always stress with all our Partners that 'Quality will come with a Price' and the moment they want to start negotiating on the Price, it will relatively impact the quality of the results.



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

One of the positive developments I can comment on, from my experiences in the recent past, is that the Mystery Shopping industry in India is beginning to slowly come together as a business community in a gradual manner to resolve common issues that companies face – mainly to do with Shopper Fraud, Commoditisation, etc. Whilst India is a competitive market, there is enough business for all the players. Healthy competition is good for any Business and given the current scenario in the India, it's time that Business Owners of various Mystery Shopping Provider companies in India start interacting and networking more often to address the various issues that we face as an industry and discuss ways and means to resolve them.



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Professional standards and ethical conduct – best business practices

Public Relations

Be an advocate for the industry and MSPA

- provide communities with positive information regarding the potential benefits of mystery shopping
- help educate industries about mystery shopping
- avoid activities harmful to the mystery shopping industry
- fairly compensate employees and subcontractors
- insist on compliance with standards and encourage continuous improvement
- provide communities with positive information regarding the potential benefit of affiliation to MSPA



be social

Tune in to **MSPA[®] ASIA/PACIFIC** events and news as it happens...

Website: www.mspa-ap.org

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