



Join the Smiling Report 2014





The Smiling Report is compiled from Mystery Shopping evaluations world wide. The Smiling Report 2013 consists of data from over 2 million evaluations in 2012, measuring whether the Mystery Shopper during his/her visit received a smile, a greeting and an add-on sales suggestion. Media and professional Mystery Shopping providers world wide participating in the Smiling Report are allowed to use the compiled data for benchmarking and in communication with clients and media, free of charge provided that they refer to the source. Other companies are advised to contact veronica@betterbusiness.se.



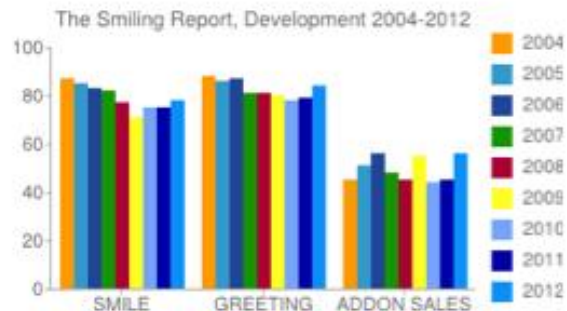
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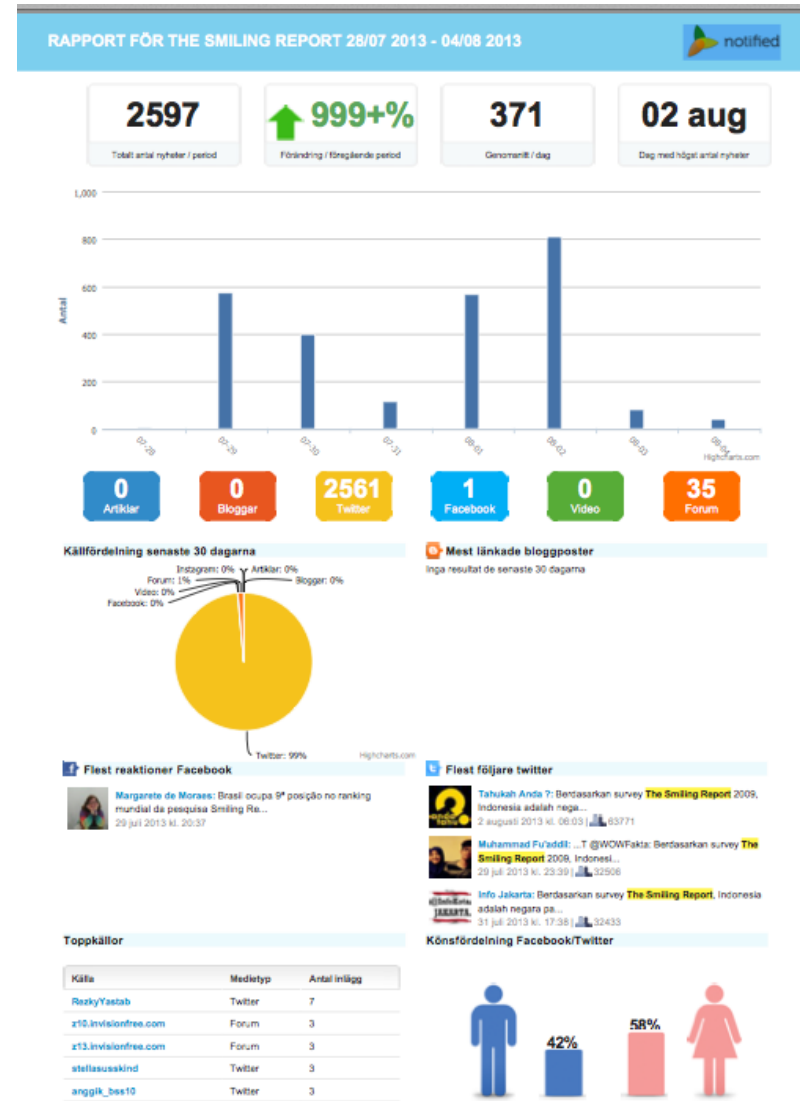




The Smiling Report receives a lot of media attention. 2561 tweets about Smiling Report during just one week in August 2013 among tweeters with thousands of followers.

The smiling report and mystery shopping is mentioned in many languages and many articles worldwide.

Companies use the Smiling Report results in incentive programs and to award clients.



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Benefits and simplicity

Get benchmarking figures for lots of other countries.

Engage your clients to measure their units and their industry.

Journalists from all over the world are interested in the smiling report and sometimes even asking for the results for countries that have not participated in the report. Maybe your country is missing?

The more mystery shopping providers that participate, the more value for all!

A very cost effective method

This is a very cost effective survey method. You don't need to make any separate visits, you simply use the data from the surveys you already have conducted. No clients are mentioned, even your own company name is not attached to the published data. You submit only aggregated data for the three question categories per industry, one form for each of the respective countries you cover. The report with data for 2012 was published in March 2013 and the data for 2013 should be submitted before the 15th of February 2014.



Easy to report online

Tag all questions you have used in Mystery Shopping surveys during 2013 about

- smiling
- greeting
- add-on sales

Count the number of questions in total (= MAX) and the number of occasion the shopper has answered the question positively (= YES)

If you cover several countries, please fill in one form per country so we can aggregate the final results per country.

Smiling Report Form - Available online in January 2014

| Page 1 of 2 | | Smile | | Greeting | | Add-on Sales | |
|-----------------------------|---------------------------------|-------|-----|----------|-----|--------------|-----|
| | | MAX | YES | MAX | YES | MAX | YES |
| 1 Finance | Banks | | | | | | |
| | Exchange offices | | | | | | |
| | Insurance companies | | | | | | |
| | Real Estate | | | | | | |
| | Other | | | | | | |
| 2 Government / Municipality | Community Services | | | | | | |
| | Day care | | | | | | |
| | Employment agencies | | | | | | |
| | Police and Fire brigade | | | | | | |
| | Other (Municipalities, Tourism) | | | | | | |
| 3 Health & Beauty Care | Beauty saloons / Spa's | | | | | | |
| | Dentists | | | | | | |
| | Hair dressers | | | | | | |
| | Hospitals | | | | | | |
| | Other | | | | | | |
| 4 Hospitality | Cafés | | | | | | |
| | Catering | | | | | | |
| | Conference Centers | | | | | | |
| | Fine Dining Restaurants | | | | | | |
| | Hotels | | | | | | |
| | Pubs / Bars | | | | | | |
| | Quick Service Restaurants | | | | | | |
| | Other | | | | | | |
| 5 Leisure | Amusement Parks | | | | | | |
| | Bowling Halls | | | | | | |
| | Cinemas | | | | | | |
| | Entertainment Centers | | | | | | |
| | Golf Clubs | | | | | | |
| | Museums | | | | | | |
| | Sports Events | | | | | | |
| | Other | | | | | | |
| 6 Media | Newspapers / Publishers | | | | | | |
| | Radio / TV | | | | | | |
| | Other | | | | | | |



Prepare now!

Talk to your software provider about how to pull the data in an efficient way from your system.

We can only include companies that have submitted complete data online during 1 January – 15 February 2014.

For more info visit the website www.SmilingReport.com

| Page 2 of 2 | | Smile | | Greeting | | Add-on Sales | |
|------------------|-----------------------------|-------|-----|----------|-----|--------------|-----|
| | | MAX | YES | MAX | YES | MAX | YES |
| 7 Retail | Book stores | | | | | | |
| | Clothing - Specialty Stores | | | | | | |
| | Convenience stores | | | | | | |
| | Cosmetics | | | | | | |
| | Department Stores | | | | | | |
| | Eye glasses | | | | | | |
| | Grocery / Food | | | | | | |
| | Home decor / Furniture | | | | | | |
| | IT / Telecom | | | | | | |
| | Jewellery / Accessories | | | | | | |
| | Liquor (city, landside) | | | | | | |
| | Duty Free stores (airside) | | | | | | |
| | Medical | | | | | | |
| | Hyper markets, Mass | | | | | | |
| | Petrol | | | | | | |
| | Pets | | | | | | |
| Shopping Centers | | | | | | | |
| Toy stores | | | | | | | |
| Other | | | | | | | |
| 8 Automotive | Sales | | | | | | |
| | Service / Repair | | | | | | |
| | Other | | | | | | |
| 9 Transport | Airlines | | | | | | |
| | Buses | | | | | | |
| | Car rentals | | | | | | |
| | Delivery - Couriers | | | | | | |
| | Taxi | | | | | | |
| | Train / Metro | | | | | | |
| | Travel Agencies | | | | | | |
| | Other | | | | | | |
| 10 B2B | PR Agencies | | | | | | |
| | Web Hosts / designers | | | | | | |
| | Other | | | | | | |