

The Smiling Report 2011 shows that 25% of customers do not receive a smile

Mystery Shopping Providers in Europe, North- and South America, Asia and Africa have participated in the Smiling Report 2011 which compiles customer service data from evaluations conducted across a spectrum of industries. The summary of data for 2010 includes answers to more than 1,2 million questions covering Smile, Greeting and Add-on sales in 25 countries.

Only 7,5 of 10 customers received a Smile in 2010. The companies Greeted 7,8 out of 10 customers while just 4,4 of 10 received an Add-on Sales suggestion.

Smiling The world average result in 2010 was 75% which is the second lowest smiling score since the survey started in 2004 when the average was 87%. The continent with the highest score was South America with 84% followed by Europe with 79%. Portugal was the best country 2010 with 94%. Second best results for smiling was in Austria with 93%, followed by Paraguay with 92%. Pakistan had the lowest results with only 34% smiling, which is the same score as they had in 2009. The best smiling industries 2010 were Leisure with 82% and Hospitality with 78%. The lowest score was in the Transport sector with 61%.

Greeting The world average results in 2010 was 78%, which is the lowest score since the Smiling Report started in 2004. The continent with the highest score was Europe with 83% followed by North and South America with 80%. The highest greeting country was Austria with 98% and the lowest were Pakistan with 37% and Morocco with 45%. The best greeting score 2010 was found in the Leisure industry and Government services with 86% while the Finance Industry ended up with 65%.

Add-on Sales The 2010 world average score on Add-on Sales was 44%, which is the lowest score ever and 11% lower than 2009. The continent with the highest score was Europe with 45%, followed by Asia with 44%. The country with the highest add-on sales score was Paraguay with 91% followed by Latvia with 80%. Brazil got the lowest score with only 11% followed by Cyprus with 17%. The Automotive-, Leisure- and Transport industry had the highest scores for add-on sales in 2010 with 58% while Government services had the lowest score with 26%.