Ireland best at smiling and South America dominates in greeting and sales.

Better Business World Wide is for the 11th year compiling data from Mystery Shopping Providers in Africa, Asia, Europe, North- and South America, to the Smiling Report. The report includes customer service data from evaluations conducted across a spectrum of industries gathered by mystery shoppers' in professional mystery shopping companies that are members of MSPA.

The summary for the year 2014 is based on answers to more than 1.7 million questions covering Smile, Greeting and Add-on sales in 69 countries.

Overall 80% of the customers received a smile, 87% were greeted while only 52% received an add-on sales suggestion. The aggregated scores for greeting is just about the same as previous year, but smile and add-on sales is lower than previous year. However there are big differences between continents, countries and industries.

Smiling
Ireland is at the top of the Smiling ranking with 97%, followed by Greece and Puerto Rico with 93% and Lithuania with 92%. At the bottom of the list of smiling countries, we find Slovenia 46%, South Korea 47%, Hong Kong 48%, Macau 55% and Croatia 56%. The largest improvement was made by China, they increased from 58% in 2013 to 86% in 2014.

Highest scoring continents were North America with 84%, South America 83% and Europe 82% and lowest scoring continent was Africa with 69% while Asia had 75%. Highest scoring industries were Health & Beauty and Automotive with 86% and Finance 84%, while the lowest was Transport with only 48% smiling.

Greeting
Six South American countries scored 100% on greeting, Costa Rica, Guadeloupe, Guatemala, Martinique, Paraguay, and Venezuela. Five other South American countries followed with 99%! Also Slovakia had 99%. The lowest greeting scores were in Macau 53% and Hong Kong on 58%.

South America was the best continent with 94% and Asia the lowest with 72%. Health & Beauty Care was the industry with the highest score on greeting with 95% and Hospitality 94%. Lowest greeting score was found in the Transport industry with 55%.

Add-on Sales has since the Smiling Report started in 2004, always had the lowest scores compared with smiling and greeting. Also add-on sales is dominated by South American countries at the top of the list, Honduras 97% and Guatemala 91%, followed by eight other South American countries with scores between 61% and 82%. The lowest score was found in Japan 22%, Cyprus 26%, Croatia 27% and India 29%. More than 50% of all countries scored less than 50% on add-on sales.

The highest scoring continent was South America with 62% and the lowest scoring continent was Africa with 35% and North America with 36%. The Hospitality industry had the highest score with 63%, while Leisure was the lowest scoring industry with 42% and Retail 48%.

The Smiling Report is used by the business community, media, students and governments all over the world.

The report is available at www.SmilingReport.com

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For more information about the Smiling Report please contact Veronica Boxberg Karlsson veronica@betterbusiness.se telephone: +46 8 5118 5111, or the respective participating Mystery Shopping Providers in each country listed at www.smilingreport.com

Better Business World Wide, founded in 1995 is based in Sweden and specialized in providing global mystery shopping services using quality assured mystery shoppers and mystery shopping providers that are member of MSPA.

MSPA is the trade organization for Mystery Shopping Providers.
www.mspa-global.org