



Interview with
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Shop'n Check has been in the mystery shopping industry for 16 years, in Argentina and in the rest of Latin America.

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What do you think is the reason for the improvement in Latin America in SMILE, but not in ADD-ON SALES?

- The numbers in Smile are really a hit. Most of the countries improved their scores in 2016. This should be the result of increasing efforts in making employees understand the importance of creating engagement with the client, no matter how short or long the interaction is. If short, the chance to engage the client by using greetings is one and only, say "hello, welcome!" it's just one shot. No engagement, no sales. There's been a lot of training efforts on this regards. Second reason, is mostly related to people idiosyncrasy. In Columbia, people are naturally sympathetic, respectful and this is really noticeable when evaluating smile and greetings.

Anyhow, several countries from LA are at the very top of the Add-on Sales ranking, what is the secret:-)?

- I don't believe scores in Add-on Sales are good or have significantly improved. Argentina, Perú, Chile, Paraguay, have worst performance than last year. And most of them, and others that are showing some improvement, have really low scores. Argentina 46%, Chile, 58%, Paraguay 17%, Peru 51%, Uruguay 33%. There is a lot to be done yet to say that there is a significant improvement.

Other than these, most companies we work with in LA are making important efforts to improve both, greetings (client engagement) and Add-on Sales. The process to make employees aware of the need to improve their sales is harder and is slower.

This is the most common (but not the only) way of formulating the questions in our projects:

Smiling:

Did the employee smile at you? (Yes or No)

Greeting:

Did the employee greet/welcome you in a friendly manner and look into your eyes?

Did the employee give you a friendly farewell/closing and thank you for your visit?

If the shopper answers "No", an explanation of the abbreviation should be noted.

Add-on Sales:

Did the employee offer you an additional product?

The answer will be "yes" if the employee spontaneously offer any additional product, not necessarily a complementary product, additionally, the shopper should note the product he purchased/asked for and the product offered to him.

The Smiling Report is managed by Better Business World Wide and shows the scores on Smiling, Greeting and Add-on Sales per country and per industry, per year since 2004. Welcome to read more about the Smiling Report at www.SmilingReport.com

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