

The Smiling Report 2010 shows that the trend continues downwards

Mystery Shopping Providers in Europe, North America and Asia have participated in the Smiling Report 2010 which compiles customer service data from evaluations conducted across a spectrum of industries. The summary for 2009 includes answers to 470 680 questions covering Smile, Greeting and Add-on sales in 14 countries. Only 7 of 10 customers received a Smile in 2009. The companies Greeted 8 of 10 customers while just over 5 of 10 received an Add-on Sales suggestion.

Smiling The trend continues downwards. The average 2009 was 71% which is the lowest since the survey started in 2004 and the average was 87%. Sweden was best 2009 with 87%. Second best results for smiling was in Latvia with 86%, followed by Estonia and Cyprus with 84%. Pakistan had the lowest results with only 34% smiling. The best smiling industries 2009 were Health & Beauty Care with 87% and Hospitality with 86%. The lowest scores were in the Finance industry with 66%.

Greeting The results in 2009 was 80%, which is very close to the results in 2007-2008 but much lower than 2004-2006 when the average was 87%. The highest greeting countries were Cyprus and Hungary with 97% and the lowest was Poland at 31%. Pakistan was also low with 37%. The best greeting 2009 was found in Government services with 88% while the Leisure Industry had 77%.

Add-on Sales has always had the lowest scores compared with smiling and greeting, since the surveys started in 2004. In 2009 it was 55% which is better than the year before when it was 45% and a bit better than the average since 2004 which is 50%. Highest sales score was in Latvia with 83% followed by Lithuania with 75%. Lowest was Cyprus with only 14%. Austria which had only 19% in 2008 was also low in 2009 with 21%. The Transport industry had the highest scores for add-on sales in 2009 with 78% while B2B had the lowest with 26%.

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 listed on www.smilingreport.com