



## Spain on tops in The Smiling Report 2013

Mystery Shopping Providers in Africa, Asia, Europe, North- and South America have participated in the Smiling Report 2013. The report compiles customer service data from evaluations conducted across a spectrum of industries during 2012. The summary for the year 2012 is based on answers to **more than 2 million questions covering Smile, Greeting and Add-on sales in 57 countries.** 78% of the customers received a smile, 84% of the customers were greeted while only 56% received an add-on sales suggestion. However, most figures are higher than in many years. Spain is the best country on both smiling and add-on sales and top 4 on greeting.

**Smiling** Spain had a smiling score of 96% during 2012, followed by Greece 95%, Poland 94% and China 92%. Pakistan again had the lowest results with only 40% smiling and Slovenia had 41%. Highest scoring continents were South America with 83% and North America 82%. Lowest scoring continent was Africa with 66%. Highest scoring industries were Finance with 87% and Hospitality with 85%. The Transport industry was again the lowest with only 62% smiling, followed by Government with 64%.

**Greeting** The highest greeting countries during 2012 were Colombia and Uruguay with 99%, followed by Peru with 98% and Spain with 97%. Also the greeting received the lowest score in Pakistan with 43% and Asia had again the lowest continent score with 82%, followed by Europe with 83%. South America was the highest scoring continent with 93%. Finance and Hospitality were the industries with the highest score on greeting with 90%. Lowest greeting score was found in the Automotive industry with 80% and in Retail with 81%.

**Add-on Sales** has always had the lowest scores compared with smiling and greeting, since the surveys started in 2004. Highest sales score was in Spain with 94% and the lowest was again Cyprus with 17% followed by Finland with 20%. The highest scoring continent was again Asia with 62%, and the lowest scoring was North America with 34%. The Hospitality industry had the highest score with 66%, while Leisure had 42%. Transport had the lowest add-on sales score with only 39%.

The report is available on the smiling website. For more information about the Smiling Report please contact Veronica Boxberg Karlsson [veronica@betterbusiness.se](mailto:veronica@betterbusiness.se) telephone: +46 8 5118 5111, or the respective participating Mystery Shopping Providers listed on [www.smilingreport.com](http://www.smilingreport.com)