



Europe is smiling, America greeting, and South America selling.

2014 is the 10th year that Better Business World Wide is compiling data from Mystery Shopping Providers in 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 2013 is based on answers to more than 1.6 million questions covering Smile, Greeting and Add-on sales in 53 countries.

Overall 83% of the customers received a smile, 86% were greeted while only 57% received an add-on sales suggestion. All these aggregated figures are higher than in previous years, however there are big differences between continents, countries and industries.

Smiling

Last year's best smiling country, Spain had this year a smiling score of 94% (last year 96%) and was now passed by Poland on 96% and Ireland on 95%. Four countries in Asia are at the bottom of the list of smiling countries, South Korea 45%, Macau 54%, China 58% and Hong Kong 61%. Highest scoring continents were North America with 89% and lowest scoring continent was Asia with 76%. Highest scoring industries was Government with 93% and the Transport industry was as always the lowest with only 69% smiling.

Greeting

Eight South American countries are on top of the list for greeting, and four of them scored 100% on greeting, Guatemala, Panama, Peru and Uruguay. The greeting received the lowest scores in Asia with India on 59%, Macau 60% and Hong Kong on 66%. North America was the continent with the highest score on greeting, 89%. Finance was the industries with the highest score on greeting with 94%. Lowest greeting score was found in the Transport and Leisure industry with 83%, and Retail 84%.

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 on the top of the list, Guatemala 94% and Argentina 92, followed by Poland with 91%. The lowest score was found in Greece with 15% while Cyprus and The Netherlands had 24%. The highest scoring continent was South America with 79% and the lowest scoring continent was Europe with 52%. The Hospitality industry had the highest score with 77%, while Retail was the lowest scoring industry with 47% and Health & Beauty Care 48%.

*MSPA is the trade organization for Mystery Shopping Providers. www.mspa-global.org
The report is available at www.SmilingReport.com. For more information about the Smiling Report please contact Veronica Boxberg Karlsson veronica@betterbusiness.se
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