

## **PRESS RELEASE dd June 6, 2023**

### **Global research: Despite a slight decline in scores, the Smiling Report 2023 demonstrates that businesses continue to prioritize positive customer interactions**

In the dynamic landscape of customer service and sales, it is crucial to adapt and respond to ever-changing market conditions. The year 2022 proved to be yet another challenging period for individuals and businesses worldwide. Amidst ongoing global uncertainties, businesses strived to provide exceptional customer experiences that fostered trust, loyalty, and satisfaction.

Understanding the significance of positive interactions, the Smiling Report presents a comprehensive analysis of key metrics that contribute to successful customer interactions. The report draws insights from a vast sample of 621164 mystery shopping evaluations conducted in 34 countries. It examines the crucial aspects of Smile, Greeting, and Add-on Sales, shedding light on the trends and performance levels across industries and regions.

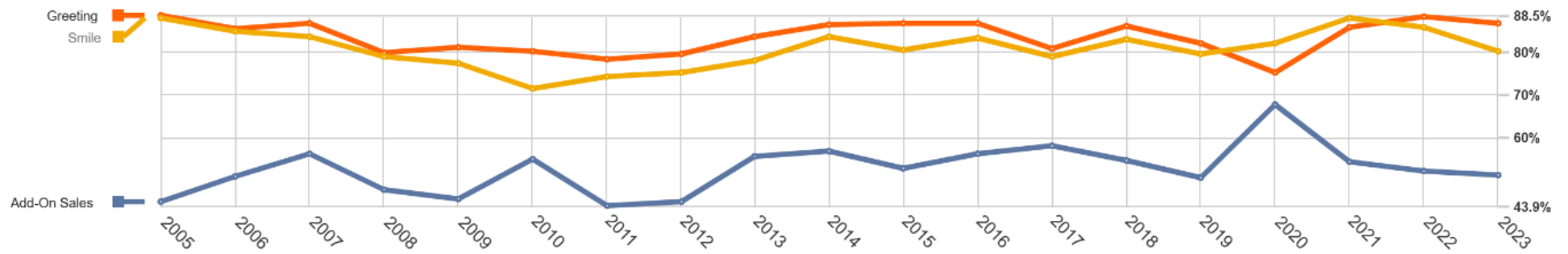
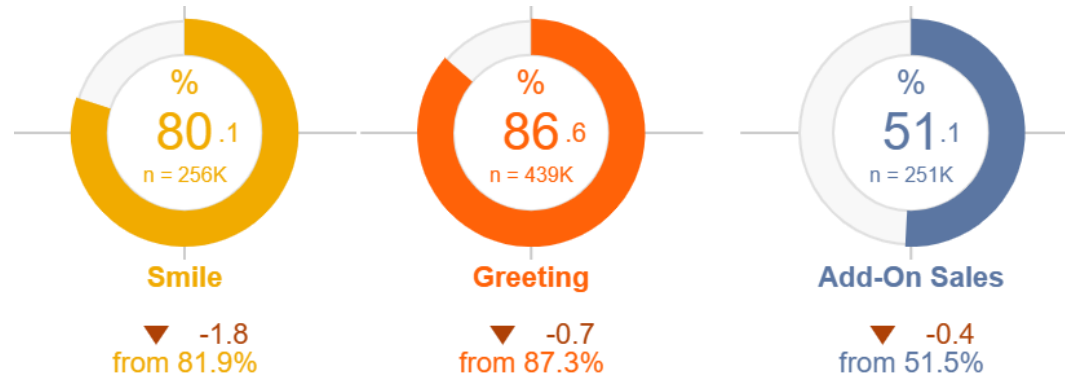
MSPA Europe/Africa has released the 2023 Smiling Report in cooperation with Better Business World Wide, the 19th year the report has been published. The Smiling Report consists of data from around 32 million mystery shopping evaluations, data which has been collected since 2004. It is compiled from information supplied by Mystery Shopping Providers in Europe/Africa, Asia/Pacific and America. The report analyses customer service data from evaluations conducted across a whole spectrum of industries. All information is gathered by mystery shoppers from professional mystery shopping companies that are members of the MSPA, the trade organization for mystery shopping professionals.

# smiling report™

Founded by  Better Business World Wide

Managed by  MSPA EUROPE/AFRICA

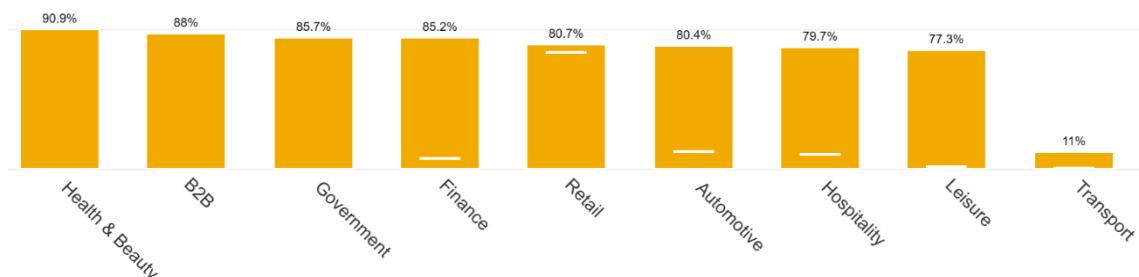
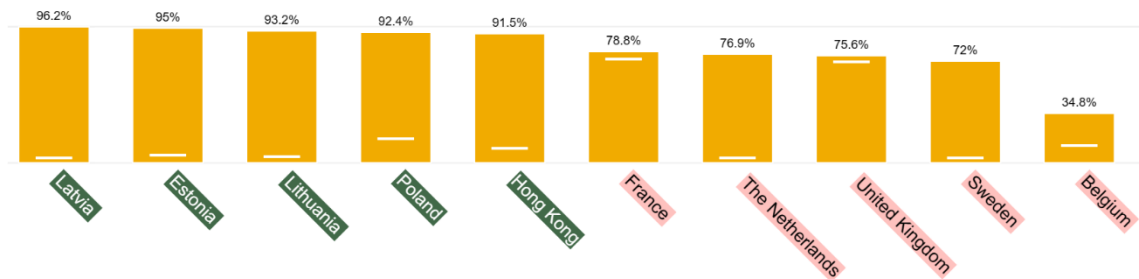
June 2023



## Smiling

A smile is a powerful tool that transcends language and cultural barriers, creating a positive atmosphere and fostering genuine connections. It has been well-documented that a smiling face can enhance consumer joy and increase brand appeal. In the realm of mystery shopping, special attention is paid to this indicator, recognizing its potential to influence customer satisfaction and purchase decisions.

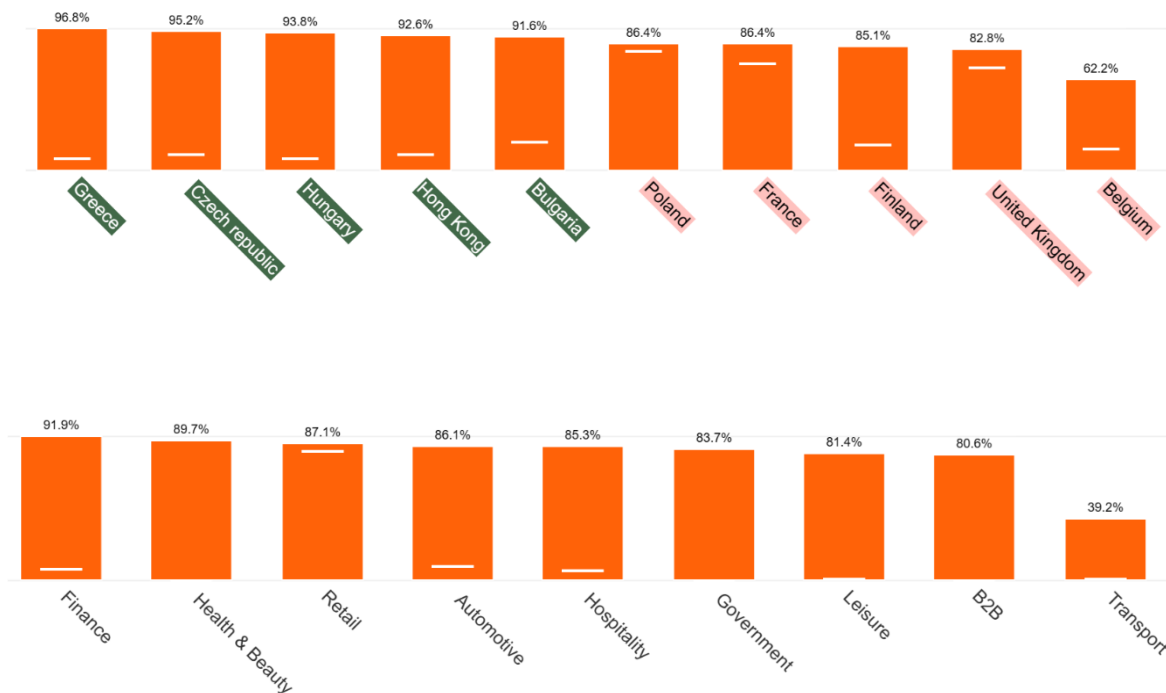
- Latvia (96,2 %), Estonia (95,0 %) and Lithuania (93,2 %) had the highest Smiling scores. These countries demonstrated a strong commitment to positive facial expressions.
- Lowest Smiling scores were in Belgium (34,8 %), Sweden (72,0 %) and United Kingdom (75,6 %).
- The highest scoring industry is Health & Beauty with 90,9% followed by B2B (88%) and Government (85,7%). Transport is lowest with 11 %.



## Greeting

The first impression is paramount, and the art of greeting plays a vital role in customer interactions. A genuine and friendly greeting sets the tone for a positive experience, making customers feel welcomed, valued, and appreciated. Successful sellers understand the importance of building positive customer relationships from the very beginning. A warm greeting not only boosts sales but also cultivates customer loyalty and long-term engagement.

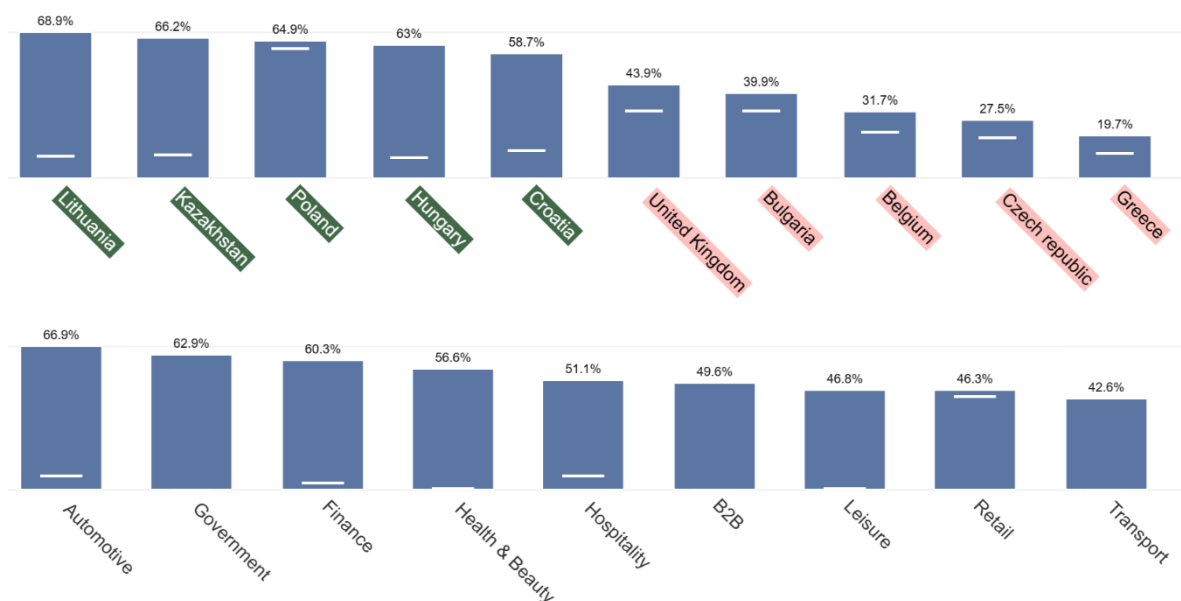
- Greece has attained the highest score with 96,8% Greeting, followed by the Czech republic with 95,2 % and the Hungary with 93,8 % excelled in providing welcoming atmospheres for customers..
- The lowest Greeting scores were in Belgium with 62,2 %, and United Kingdom with 82,8 %.
- Finance (91,9 %) and Health & Beauty (89,7 %) were the industries with the highest Greeting score. Transport was the lowest scoring industry with 39,2 %.



## Add-on Sales

*In addition to creating positive experiences, businesses are constantly seeking opportunities to maximize revenue and enhance customer satisfaction. Add-on sales represent a valuable avenue for growth, as they not only contribute to the bottom line but also indicate proactive and engaged employees. By offering additional products or services tailored to customer needs, businesses can increase customer satisfaction, build trust, and ensure repeat business.*

- Best performing with results from Add-on sales were Lithuania with 68,9 %, Kazakhstan with 66,2 % and Poland with 64,9 %, achieved relatively higher scores in this area..
- At the bottom were Greece 19,7 %, followed by Czech Republic with 27,5 % and Belgium at 31,7%.
- Automotive is the industry with the highest score of 66,9%, followed by Government (62,9%) demonstrated success in capitalizing on additional sales opportunities.. Lowest scoring industries in Add-on sales are Transport (42,6%) and Retail with 46,3% .



By focusing on these three key metrics—Smile, Greeting, and Add-on Sales—businesses can lay a strong foundation for success in customer service and sales. The insights provided in the Smiling Report 2023 serve as a compass, guiding businesses towards implementing strategies that foster exceptional customer experiences.

Despite the slight declines observed in the overall scores for Smile, Greeting, and Add-on Sales, it is important to note that the values remain high, indicating the continued commitment of businesses to exceptional customer experiences.

The Smiling Report 2023 serves as a testament to the resilience and dedication of businesses in maintaining positive customer interactions. Although detailed comparisons with the previous year's data are not available for specific countries and sectors, the overall high scores in Smile, Greeting, and Add-on Sales demonstrate the ongoing focus of organizations on customer satisfaction and loyalty.

### **Major interest worldwide**

The Smiling Report is used by the business community, media, governments and students all over the world. Access to the data is free of charge, however we would appreciate a contribution to our nominated charity, [www.operationsmile.org](http://www.operationsmile.org), so we can achieve more smiles in the world. We are happy to include Press Clips on the Smiling Report website, and we look forward to receiving your articles and links to publications. All languages are welcome!

### **Copy Right**

Anyone can use the data from The Smiling Report in any publication, digital or printed, provided they include a reference that the report is managed by MSPA Europe/Africa, Better Business World Wide.

For more information about the Smiling Report please contact Bernarda Blazek at [bernarda.blazek@newtonresearch.eu](mailto:bernarda.blazek@newtonresearch.eu) or Veronica Boxberg Karlsson at [veronica@betterbusiness.se](mailto:veronica@betterbusiness.se)

To search for mystery shopping providers, go to [www.mspa-global.org](http://www.mspa-global.org)