

A close-up photograph of a hand holding a glowing lightbulb. The lightbulb is the central focus, emitting a warm, yellowish glow that illuminates the hand and the surrounding area. The background is dark and out of focus, suggesting an indoor setting. The overall mood is one of inspiration and innovation.

insight 360°

quarterly newsletter

october 2015

MSPA
ASIA/PACIFIC

www.mspa-ap.org

from the editors desk

Thank you for joining us for another energised MSPA-AP Insight Newsletter. We're thrilled to receive your encouraging feedback for our Newsletters. Very rewarding comments indeed. Many thanks to you.

We're busy putting all the final touches on the annual MSPA-AP Conference beginning next week, and excited to see you all there. If you or your teams can't make both days of the Conference, we now have pricing for one-day only. For those who haven't purchased their tickets, Anu is ready and waiting for your registration.

The Conference Speakers are an extraordinarily interesting group this year. The tireless Conference Committee has assembled five thought-provoking industry leaders to reveal their insights. From new Mystery Shopping theories of an innovative Professor to intellectual debates with Australia's foremost ethicist, we're certainly raising the IQ bar for some educated discussions.

We endeavour to create Newsletters of interest for our local mystery shopping community, and I know our members would love to hear more from YOU. Your Case Study contributions, your Ask the Expert questions and any other pieces of industry information you feel we should all know about – email us at mspa-ap@mysteryshop.org.

Looking forward to seeing you all in sunny Sydney.



Keira Mackenzie-Smith

MSPA ASIA/PACIFIC new members

A big welcome to our newest MSPA-AP members.

We look forward to meeting you all.

- Strand & Kearney (Pvt) Ltd, Sri Lanka
- 4 Service Scheduling Kazakastan
- GWR Consulting Dubai

- 3 MSPA-AP news and events
- 5 case study exchange
with Michelle Pascoe
- 6 international round up
- 7 ask the expert
- 8 be social

- Au Coeur Du Luxe, Hong Kong
- Tri Search Marketing China
- RAD Research Indonesia
- Beijing Cinsos Consulting Co., Ltd.China
- Foresight Research Co Ltd - Thailand
- JMRS Thailand

MSPA[®] ASIA/PACIFIC

news and events

latest 2015 conference news

Sydney is steam cleaning the red carpet in preparation for the arrival of our international mystery shopping members and their teams. The weather in Australia's premier city will be perfect for a Conference by the water. Not many cities are quite as beautiful and for those who haven't visited Sydney or Australia, it couldn't be a better opportunity to book those plane tickets.

We are privileged to have five fascinating Speakers presenting this year. Their inimitable backgrounds and experience provide the most diverse line-up of a Conference for many years.

- **High-level Ethical debate in relation to Mystery Shopping with Dr Simon Longstaff AO, Executive Director, The Ethics Centre**
- **'Omnichannel Mystery Shopping' business opportunities for us all from Paul Van Veendaal - Managing Director CSBA Australia**
- **International customer experience programs in action with Chris Brindley, Founder and Director "Winners in Life Limited".**
- **The future focus of global retail store and off-line customer experiences with Head of Retail Design AESOP**
- **Ground-breaking Mystery Shopping theory discussed first-hand by Professor S.I. Benrimoj – Head of Graduate School of Health UTS and John Bell - Corporate Relations Consultant, Pharmaceutical Society of Australia**

Not only will the conference be an intellectually stimulating affair, but you have all the super-social events thrown in too. We're looking forward to a good catch-up at the **Welcome Reception** on 16 November, then the special **Gala Dinner** the following night. There's plenty of opportunity for lively networking and social activities with old friends and new.

New one-day conference registration **USD200 or USD300**
if you can't make both days

Register **NOW** before Conference ticket prices
rise on **10 November**

MSPA® ASIA/PACIFIC

news and events

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ABOUT US MEMBERS & PROVIDERS MYSTERY SHOPPING

FIND A PROVIDER
Select a MSPA member as your mystery shopping provider. [Read more](#)

BECOME A MEMBER
Join MSPA to raise your company profile, network and share best practise. [Read more](#)

new website

MSPA-AP is very pleased to bid farewell to the old portal, and welcome in the new, and now live, website.

With the unwavering support and site development help from our MSPA-EU compatriots, we've launched the new site and look forward to a more functional portal for our members. Parts of the site are still being refined so we ask for your patience.

coming up... networking event India

In June 2015, one of MSPA-AP's Directors in Hong Kong held the inaugural MSPA-AP Networking Event for members and non-members. It was a great success and achieved the goals of MSPA-AP awareness, drive for membership and social time to get to know our local industry colleagues.

We are pleased to say that another formidable MSPA-AP Director, Bhairavi Sagar from Onion Insights in Mumbai will shortly run the second Networking event in India. We will confirm location, dates and details with you via email in the next month. Stay tuned, members.

welcome back webinar

MSPA-AP held a members-only Webinar on 19 August and we're pleased to have 42 members attend. The theme of 'Keeping Shoppers Trained and Motivated' was obviously a popular subject.

The Webinar discussed various tips and tricks to keep our shoppers trained, motivated and happy. Board Director, Keira Mackenzie-Smith covered issues including successful shopper training methods, motivating shoppers to encourage positive behavior and varied shopper motivation program ideas.

Some feedback from our members:

■ *"First of all, we would like to express our thanks for offering us such a great opportunity. Oh yes, that was very inspiring indeed!"*

Anthony, JETT Asia, Shanghai ■

■ *"It was a great session last week. I would like to request for the presentation deck for 'Keeping Shoppers Trained and Motivated' so that I could share this with my team if possible."*

Michelle Goh, Joshua Research Consultants Pte Ltd, Singapore ■

Of course, the recording is available for MSPA-AP Members – please email Anu at mSPA-AP@mysteryshop.org if you would like the file.

The next Webinar is scheduled for **January 2016**, unless we can squeeze it into December. The topics will follow-on from our Conference theme of **"The Business of Mystery Shopping"**.

Stay tuned Members.



case study exchange

How mystery shopping proves that people aren't lazy when they don't renew at the fitness centre



Article By **MICHELLE PASCOE**, Optimum Operating Procedures and Services Pty Ltd, Australia

the study

Many fitness centres offer a free or reduced fee for the first 3 months, hoping that the customer will sign up for a year or longer. "HOPE" is exactly what so many of them do and nothing else.

Our clients scenario was that over the past 12 months their marketing campaigns were certainly effective as they were attracting new people each quarter when they promoted "Pay for 2 months and get 1 month free" membership, however, the number of these customers then signing up for a 12 month membership was less than 2%, very disappointing with all the effort they put into it and money spent on marketing campaigns.

We approached this opportunity with enthusiasm, as I must confess I'm one of those people who know I should exercise but never make the time, so I was very keen on what the process was when joining.

We developed a tailored program for our clients covering four specific reports:

- I. Telephone Enquiry
- II. Walk in Enquiry
- III. Joining for 3 months and attending 10 sessions
- IV. Sales process to join the 12 month membership

Each one of these reports was undertaken by one of our qualified Mystery Shopping team. We did a sampling of 10 different shoppers for each report. Of course reports 2, 3 and 4 mapped the journey of the experience for each of shoppers. The telephone enquiries were handled by other staff who waited for follow up information to be sent to them (and some of them are still waiting months later!)

Optimum Operating Procedures and Services has been operating in the Mystery Shopping space for over two decades with a variety of clients, one being the Fitness Industry. This case study shows how Mystery Shopping not only improved our clients bottom line but also the wellness of our companies bottom line.

the results

Analysis from Report 1 showed there was little follow up or encouragement to come down to the centre and join in a free training session, class or just try out the equipment.

Report 2 showed our clients that even though a customer was keen and staff on the front counter provided them information, they didn't take down any details that sales staff could use to follow up and offer a personal invitation to come down to the fitness centre.

In the case of Report 3, we were shocked to observe and read that even though each session our staff attended they engaged with a fitness staff member to stamp their card not one offered our Mystery Shoppers the opportunity to meet with the sales person to discuss membership or even remind them they were up to their 8th, 9th or last visit. Missing out a great opportunity to upsell without the hard sell.

Report 4 was a cumbersome process in some cases with customers having to work around the roster of sales staff to discuss their needs, as many trainers/sales people working part time.

It was all about the sale and not focussed upon the customers goals and how they could help. All talk and very little listening.

presentation and going forward

When presenting the results to the management team it wasn't all doom and gloom as we were able to show them where there was potential for their staff to interact more with customers as well as providing them training solutions that our company also offers.

We are pleased to say that as a result of training and further mystery shopping our client is now experiencing 75% sign up and continues to increase each quarter.

Our business has grown as we now have the tools to offer this to other fitness centres as well as offering further services.

international round-up

MSPA®

europe

north america

latin america

news and events

MSPA-EU Workshop Week December 2015

Four workshops organized in 3 days, by professional trainers from the industry. Make your own training schedule and choose if you attend 1, 2, 3 or all 4 workshops! Mark your agenda, you and your staff do not want to miss it! From CEO to Directors to Project managers..... everyone is welcome to network, share and learn at the Workshop Week of MSPA Europe.

Workshop topics are:

- "Questionnaires that work"
- "From the client's perspective"
- "Tips & tricks for organizing work shops for your clients"
- "The value of Mystery Shopping"

For workshop topics, general information, programme, trainers and registration possibilities - [click here](#)

MSPA-EU Net Happiness Score

The Europe Board of Directors have created a member data-collection project to help promote the value of Mystery Shopping across Europe. It will assist also in engaging new and current clients at a local level.

All that's required is to add one question, The Happiness Question, to the bottom of each of your surveys. And then keep the question on all surveys across 2015. The project is open for MSPA-AP members, so if you're interested, go to the [EU website](#) for more details.

Call for Speakers MSPA-EU Conference Malta, 24-26 May 2016

MSPA-EU is looking for speakers who can share their experience from other industries, but that are somehow related to mystery shopping. Do you want to be a speaker? Would you like to recommend a speaker?

To send your application, please [click here](#).

MSPA-EU Elite Membership

An interesting new initiative from EU - Elite Membership has been introduced to acknowledge MSPA Europe members who contribute towards the promotion of MSPA Europe and the Mystery Shopping industry in general. [Read more](#)

MSPA-NA CXE3 Conference Puerto Rico 2016

Mark your calendars! MSPA-NA have already begun planning so save the date

October 19 – 21, 2016

**El Conquistador Resort in Fajardo,
Puerto Rico.**

[Click here](#) for info on Puerto Rico

[Click here](#) for info on the Resort

MSPA-NA CXE3 Conference

We had a great CXE3 Conference in Hollywood this year!

[Click here](#) to view some photos from our Closing Awards Dinner.



MSPA-NA 'ShopperFest'

This unique opportunity allows shoppers and MSPs to have an open forum to discuss any questions, concerns and provide feedback.

On top of that, shoppers had the opportunity to become certified in a number of areas!

Be on the lookout for information on ShopperFest on the MSPA-NA website.

MSPA-NA University

MSPA-NA is launching an online training module for independent contractors (shoppers), this month.

This online environment will allow independent contractors to complete a variety of courses in different disciplines to enhance their skills with new courses added annually.

The goal is to provide the members with the tools and resources to be successful in their business. This initiative accomplishes this for both the provider members as well as the independent contractor members.

Click the icons for
international
MSPA websites

MSPA
LATIN AMERICA

MSPA
EUROPE

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NORTH AMERICA

ask the expert

Q: “I’m keen to collaborate with another mystery shopping company who works in one of the less developed, newer mystery shopping markets in South East Asia. I’ve heard there can be many problems with corruption. What should I do to protect my company if working in markets like this?”

A: Understand what you’re getting into. Do as much research as you can. Where possible, always do business with a MSPA-AP member in the country. MSPA is growing its database of member providers who have a base in these developing markets, and if the market is not supported by a based-provider, you’ll see links on our website to [member companies](#) who are able to carry out work in the country.

There are often no clear guidelines or laws concerning outsourcing or subcontracting in these regions. Ensure you have a water-tight contract complying, where possible, with local legislation and taxation. Local government websites will be an invaluable help. You could contact the local Chamber of Commerce or local organisations who arrange B2B partnerships and agreements. Of course, the best way to speed up processes is to have your own trusted local contact in the country in which you’re hoping to do business, particularly from a language perspective.

If you are able to visit the country prior to establishing a relationship, it is highly recommended. You’ll get a feel for the culture, the market and make a check of the proposed partner. Suppliers are often skilled at hiding violations of business records and compliance. Your presence indicates a strong intention and your need for transparency.

Finally, ask plenty of questions. How are the mystery shoppers trained? How are the shoppers monitored in the field? (*this is where big problems with shopper corruption occur*). What tools do the shoppers use to record their visit? The use of smartphones and computers is often limited. What does the proposed partner company do to prevent corruption? They’ll have the answers for you but always double-check where possible.

Q: “Should our shoppers use these Mystery Shopping Apps publicly available to download?”

A: Why not? Make sure your office team tests them first and then they can make their recommendations to your shoppers.

Here are some suggestions:

Mystery Shop-It Timer & Notes is an all in one app designed for the Mystery Shopper. You can make notes, timings, take recordings and photos. It looks like you are sending text messages. It’s a paid app available on both iPhone and Android. There are other free ones too...

[Download — Android iPhone](#)

Spy Camera OS (Free) “Spy Camera OS able to run in background, allowing you run any other app (e.g. browser) while still capturing image/video in background. It will work even you turn the screen off.”

[Download — Android](#)

Private Ninja Cam (Free) “Do you want to be able to take photos and record videos without being noticed and disturbing others? Private Ninja Cam lets you capture photos and record videos whilst you are surfing on the internet.”

[Download — iPhone](#)

Good luck and happy mystery shopping!

To Ask the Expert
Please email mspa-ap@mysteryshop.org



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2015-16

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be social

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www.facebook.com/events/1561864214062141

case study exchange

Submissions are examined by the MSPA-AP Board and one will be awarded ‘Exchange Leader’ for the quarter with their Case Study published in the next Newsletter.

Winners will receive a certificate acknowledging the achievement. All other acceptable entries are posted to the Members Communication Portal on our new website.

All successful quarterly Case Study ‘Exchange Leaders’ will go on to be judged and awarded a prize at the annual MSPA-AP Conference. Stay tuned for more information about the MSPA-AP Awards for Excellence.

What makes a Case Study successful? A one-page story of industry experience demonstrating MSPA standards, ethics and values while sharing knowledge and thought-provoking ideas from our daily mystery shopping lives.



quarterly quote

Professional Standards and Ethical Conduct – Best Business Practices in Public Relations.

Be an advocate for the industry and MSPA by providing communities with positive information regarding the potential benefits of mystery shopping; help educate industries about mystery shopping, and avoid activities harmful to the mystery shopping industry.