

PROGRAMME

March 2nd, 2016	19:30 - 21:30	Welcome at the SKY bar of the Kenzi Tower Hotel (28 th floor) Informal Dinner at Restaurant SENS - Kenzi Tower Hotel (27 th floor)
March 3rd, 2016	8:30 - 9:00	Registration / Welcome Coffee & Networking
	9:00 - 9:20	Opening & Welcome Yvonne Kinzel - President MSPA Europe & VP Operations Europe at HS Brands International
	9:20 - 10:10	Mystery Shopping - The industry and the association Veronica Boxberg Karlsson - Founder Better Business World Wide & Founder MSPA Europe
	10:10 - 10:40	Mind Games – Maximizing the Value of Mystery Shopping Jill Spencer – Vice President MSPA Europe
	10:40 - 11:10	Coffee-break
	11:10 - 12:00	Mystery Shopping & Coaching Stefaan Vandroogenbroeck - Managing Director at TopLevel Services, France & Director MSPA Europe
	12:00 - 13:30	Lunch
	13:30 - 14:30	Discussion Groups: What are the Challenges and Opportunities for Mystery Shopping in Africa?
	14:30 - 15:20	Mystery Shopping & Marketing Research Cristiani Oliveira - Mystery Shopping Director at Intercampus, Portugal & Director MSPA Europe
	15:20 - 16:15	Panel Discussion – Mystery Shopping and Customer Experience Management
	16:15 - 16:30	Wrap up of the Day (including discussion groups findings) Yvonne Kinzel - President MSPA Europe & VP Operations Europe at HS Brands International
	16:30 - 17:00	Farewell coffee & networking

Mystery Shopping - The industry and the association

Veronica Boxberg Karlsson

- MSPA worldwide from 1997 till today.
- The Mystery Shopping method (visits, telephone, @, www, deliveries. Different methods and systems for data collection and reporting)
- Methods we compete with (C-sat, crowd sourcing, Social media reviews)
- The pitfalls and the benefits with MS (Communication to employees, MS profiles, subjectivity)
- Best Practice examples

Veronica Boxberg Karlsson; Founder of MSPA Europe (2001) and Better Business World Wide (1995).



Veronica has been the President for MSPA Europe and MSPA Global Board, and is now a member of MSPA Global Advisory Committee. Veronica has written several books about mystery shopping, service and leadership for the industry, for managers, and for the employees that will be evaluated by mystery shoppers. The books are currently available in 20 languages. Veronica is also the founder of The Smiling Report which annually since 2004 has aggregated mystery shopping data about Smiling, Greeting, and Add-on Sales per country and industry. So far, 69 mystery shopping companies have joined the report.

Mind Games - Maximizing the Value of Mystery Shopping

Jill Spencer

Mystery shopping is unique. It's the only technique in the Customer Experience (CX) toolbox that can objectively measure the end-to-end customer experience. Whilst real customers can feed back based on sentiment, they don't have the trained eye to provide that micro view that shoppers look for.

But companies are rightly becoming more demanding. Simply feeding back on performance is no longer enough. Identifying how to improve performance on the key metrics is often as important as the data collection and reporting process itself. If you're looking to maximize the value of mystery shopping, by moving from *identifying the problem* to *providing the solution*, psychology may be your answer.



Jill has over 15 years experience in the mystery shopping industry, having previously worked for 10 years in retail, most notably as Head of Customer Service for Homebase DIY. Jill's passion and strong retail background has afforded her the opportunity to add measurable value to an impressive list of clients across a variety of sectors.

Jill has written a series of case studies on the value of mystery shopping, including some high profile return on investment work, and has had several articles published on this subject

Mystery Shopping & Coaching

Stefaan Vandroogenbroeck

- How to combine mystery shopping with coaching and training?
- How to manage results with teams, in order to improve their performance?
- Examples of Key Performance Indicators (KPI) and ways to measure Return on Investment (ROI)

Stefaan Vandroogenbroeck is an expert in the field of Mystery Shopping and Customer Service



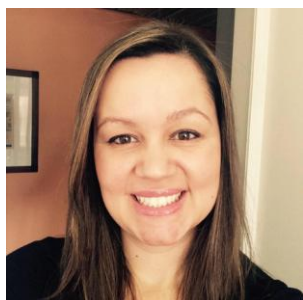
Relations. During his early career, he successfully created and managed three different contact centers in Belgium and the Netherlands. During the last 8 years he has established himself as an expert in the creation and ongoing management of Mystery Shopping and Market Research projects. He has also qualified as a trainer/coach during this time. Stefaan's strong background and extensive experience in his field of operation, together with a continuous and infectious enthusiasm, has helped ensure that together with his skilful team, he will continue to drive local and European Mystery Shopping projects to a successful conclusion for his clients. As a member of the MSPA European Board, Stefaan continues to work with expertise and passion as European Director for Education & Accreditation.

Mystery Shopping & Marketing Research

Cristiani Oliveira

- What are the differences between Mystery Shopping and Marketing Research? How to select the best methodology?
- How to combine Mystery Shopping with other methodologies, for example Customer Satisfaction Studies and Net Promoter Score?

Cristiani was appointed as Mystery Shopping Director at Intercampus, Portugal, in 2011. With over



20 years of professional experience, Cristiani has worked in diverse areas, such as logistics, insurance, banking and metallurgical industry. Originally from Brazil, Cristiani has been living in Europe since 2001, working in the fields of Marketing Research, Mystery Shopping and Customer Experience Management. With an education background in management, Cristiani also has training in Entrepreneurship, Communication and Public Relations. Cristiani contributes frequently to various publications and is a frequent speaker in national and

international conferences, lecturing on topics such as Mystery Shopping, Marketing Research, Customer Experience Management, Human Resources and Corporate Communication. Cristiani joined MSPA Europe as a Director in 2007, became Vice President in 2009, President in 2010/2011 and is currently a Director and a Trainer for the Association.

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