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Global research: Understanding the significance of positive interactions, the Smiling Report presents a comprehensive analysis of key metrics that contribute to successful customer experiences.

The 2025 Smiling Report draws insights from a vast sample of **663,768 mystery shopping evaluations conducted in 27 countries**. It examines the crucial aspects of **Smile, Greeting, and Add-on Sales**, highlighting the trends and performance levels across industries and regions.

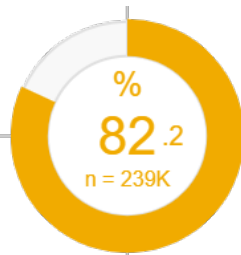
MSPA Europe/Africa has released the 2025 Smiling Report in cooperation with **Better Business Sweden**, marking the **21st year** of publication. The Smiling Report compiles data from approximately **33 million mystery shopping evaluations collected since 2004**, provided by mystery shopping companies in Europe/Africa, Asia/Pacific, and the Americas. This year's results reveal **growth across all categories**, signaling a positive shift in customer service standards globally. **Add-on sales**, in particular, continue to show significant growth, with an impressive **+5.2% increase compared to last year**. Smiling scores have also **increased by 0.4 points**, while Greeting scores saw a notable **+1.9 point rise**.

Among industries, the **automotive sector** stands out, leading the way in all measured categories and setting the benchmark for excellent customer interactions.

Interestingly, the **sample size of visits** has also increased this year, indicating a rising demand for mystery shopping services from clients who recognize the value of detailed, real-world insights.

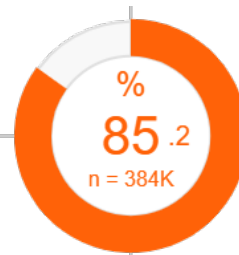
In today's service-driven world, these results underscore the critical role of positive interactions in driving business success. The continuous rise in add-on sales not only enhances customer satisfaction but also delivers direct financial benefits, proving the tangible impact of mystery shopping programs.

MSPA Europe/Africa remains committed to providing businesses with data-driven insights that empower them to optimize operations, improve service quality, and strengthen customer loyalty.



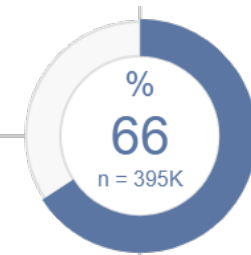
Smile

▲ +0.4
from 81.8%



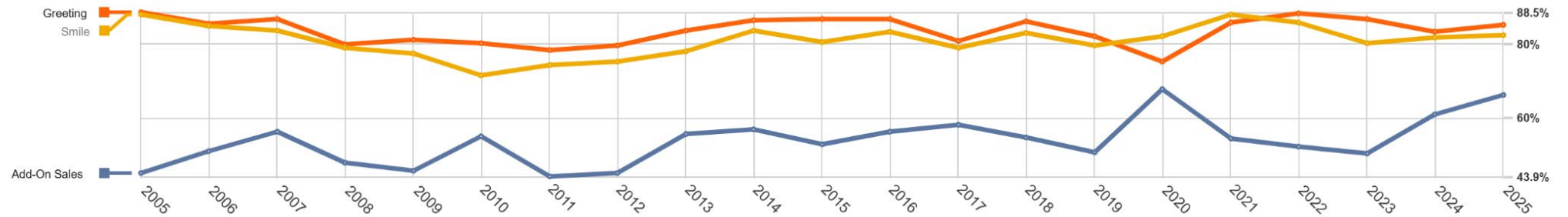
Greeting

▲ +1.9
from 83.3%



Add-On Sales

▲ +5.2
from 60.8%



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 (95,1 %), Estonia (93,9 %) and Cyprus (91,2 %) had the highest Smiling scores. These countries demonstrated a strong commitment to positive facial expressions.
- The highest scoring industry is Automotive with 87,2% followed by Transport (82,7%) and Retail (81,5%).



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.

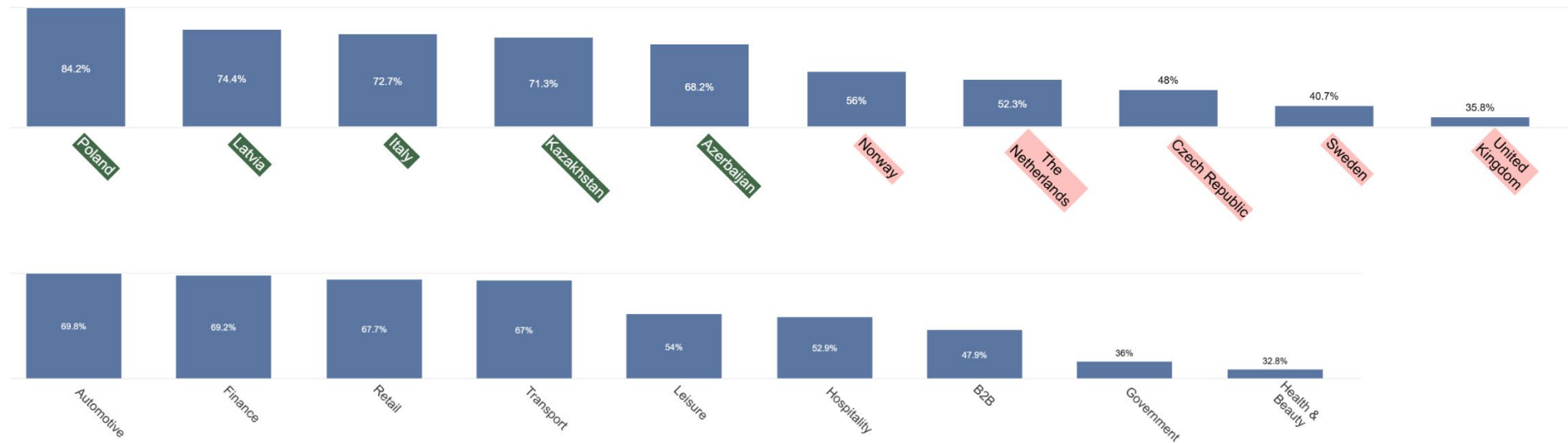
- Italy has attained the highest score with 92,5% Greeting, followed by the Latvia with 91,9 % and the Slovakia with 91,8 % excelled in providing welcoming atmospheres for customers..
- Automotive (91 %), B2B (87 %) and Government (85,9 %) were the industries with the highest Greeting score.



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 Poland with 84,2 %, Latvia with 74,4 % and Italy with 72,7 %, achieved relatively higher scores in this area.
- Automotive is the industry with the highest score of 69,8%, followed by Finance (69,2%) demonstrated success in capitalizing on additional sales opportunities.



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 2025 serve as a compass, guiding businesses towards implementing strategies that foster exceptional customer experiences.

The Smiling Report 2025 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, 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

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For more information about the Smiling Report please contact Bernarda Blažek, Board Director MSPA EA, at bernarda.blazek@newtonresearch.eu.

To search for mystery shopping providers, go to www.msipa-global.org