



# Join the Smiling Report





[English](#) [Chinese](#)

The Smiling Report is for the 14th year compiled by Better Business World Wide. Mystery Shopping Providers in 69 countries in Asia, Europe, North- and South America contribute with data from more than 1 million evaluations of Smile, Greeting and Add-on Sales across a spectrum of industries.

The report is free of charge but you are welcome to join our fundraising for more smiles in the world!



[www.SmilingReport.com](http://www.SmilingReport.com)



- [View results >](#)
- [Request login to view results >](#)
- [Pressreleases >](#)
- [Articles >](#)
- [Regional Awards >](#)
- [List of participating companies >](#)
- [Join as a participating company >](#)
- [What is Mystery Shopping >](#)
- [MSPA Standards and Ethics >](#)
- [Contact us > >](#)
- [Submit data >](#)





The Smiling Report receives a lot of media attention. 2561 tweets about Smiling Report during just one week among tweeters with thousands of followers.

In Brazil, one MSPA member succeeded to get 100+ articles in media by posting a press release about the results in the Smiling Report 2015.

The smiling report and mystery shopping is mentioned in many languages and many articles worldwide.

Companies use the Smiling Report results in incentive programs and to award clients.



27/08/2015

## Smiling Report: Brasil ocupa penúltima posição no ranking

Pesquisa revela que país fica abaixo da média mundial de sorrisos no atendimento ao cliente



Conduzida pela empresa sueca Better Business World Wide em parceria com a Shopper Experience, a 11ª edição da pesquisa "Smiling Report" – que reúne 1,7 milhão de avaliações de atendimento ao cliente realizadas em 69 países da África, Ásia, Europa, América do Norte e América do Sul – mostra que 79% dos atendimentos a clientes no Brasil foram iniciados com um sorriso em 2014. No resultado geral, a média mundial de consumidores que receberam sorrisos foi de 80%. No Brasil, 22 mil clientes secretos participaram da pesquisa.

Será que o brasileiro está mais triste e perdeu a capacidade de sorrir na hora do atendimento ao cliente? Parece que sim. É o que mostra a 11ª edição da pesquisa Smiling Report conduzida em 69 países da África, Ásia, Europa, América do Norte e América do Sul. O Brasil aparece na penúltima posição do "ranking mundial de sorrisos", acima apenas do Japão. A média de atendimentos iniciados com um sorriso, em 2014, foi de 79%. Na prática, o resultado está muito abaixo do líder da pesquisa, a Irlanda, que atingiu a marca de 97%. Na edição anterior, de 2013, o atendimento verde-á-amarelo ocupava a nona posição. O estudo é produzido pela companhia sueca Better Business World Wide, especializada em secret shopper, parceira da Shopper Experience, empresa nacional pioneira em avaliação de atendimento ao consumidor via "clientes secretos". No Brasil, 22 mil clientes secretos participaram da pesquisa.

My dear friend Veronica Boxberg Karlsson, Very very proud of the major success of "Smiling Report" in Brazil. As you saw, this year we had more requests and media cover than ever (our first Smiling Report together was in 2008). I would like to congratulate you and Better Business team for the amazing project. Count on us always. Below, just a tiny taste so you can share with your network :)

**RAPPORT FÖR THE SMILING REPORT 28/07 2015 - 04/08 2015**

2597 **999+%** 371 **02 aug**

0 Artklar 0 Blogger 2561 Twitter 1 Facebook 0 Video 35 Forum

**Källfördelning senaste 30 dagarna**

**Mest länkade bloggposter**

**Flest reaktioner Facebook**

**Flest följare twitter**

Källa	Medietyp	Antal inlägg
RedyYasab	Twitter	7
it3.invisionfree.com	Forum	3
it3.invisionfree.com	Forum	3
stellakochend	Twitter	3
angki_hes10	Twitter	3



# Benefits and simplicity

Get benchmarking figures for lots of other countries.

Engage your clients to measure their units and their industry.

Journalists from all over the world are interested in the smiling report and sometimes even asking for the results for countries that have not participated in the report. Maybe your country is missing?

The more mystery shopping providers that participate, the more value for all!

## **A very cost effective method**

This is a very cost effective survey method. You don't need to make any separate visits, you simply use the data from the surveys you already have conducted. No clients are mentioned, even your own company name is not attached to the published data. You submit only aggregated data for the three question categories (smile/greeting/add-on sales) per industry in one form for each of the respective countries

you cover. The report with data for the previous year is published in March the next year.

NB! The data for the previous year must be submitted before the 31<sup>st</sup> of January.



## Easy to report online

Tag all questions you have used in Mystery Shopping surveys about

- smiling
- greeting
- add-on sales

Count the number of questions in total (= MAX) and the number of occasion the shopper has answered the question positively (= YES)

If you cover several countries, please fill in one form per country so we can aggregate the final results per country.

## Smiling Report Form - Available online 1-31 January

Page 1 of 2		Smile		Greeting		Add-on Sales	
		MAX	YES	MAX	YES	MAX	YES
1 Finance	Banks						
	Exchange offices						
	Insurance companies						
	Real Estate						
	Other						
2 Government / Municipality	Community Services						
	Day care						
	Employment agencies						
	Police and Fire brigade						
	Other (Municipalities, Tourism)						
3 Health & Beauty Care	Beauty saloons / Spa's						
	Dentists						
	Hair dressers						
	Hospitals						
	Fitness Clubs						
4 Hospitality	Other						
	Cafés						
	Catering						
	Conference Centers						
	Fine Dining Restaurants						
	Hotels						
	Pubs / Bars						
	Quick Service Restaurants						
Other							
5 Leisure	Amusement Parks						
	Bowling Halls						
	Cinemas						
	Entertainment Centers						
	Golf Clubs						
	Museums						
	Sports Events						
	Other						
6 Media	Newspapers / Publishers						
	Radio / TV						
	Other						



## Prepare now!

Talk to your software provider about how to pull the data in an efficient way from your system.

We can only include companies that have submitted complete data in the form online, during 1-31<sup>st</sup> of January.

For more info visit the website [www.SmilingReport.com](http://www.SmilingReport.com)

Page 2 of 2		Smile		Greeting		Add-on Sales	
		MAX	YES	MAX	YES	MAX	YES
7 Retail	Book stores						
	Clothing - Specialty Stores						
	Convenience stores						
	Cosmetics						
	Department Stores						
	Eye glasses						
	Grocery / Food						
	Home decor / Furniture						
	IT / Telecom						
	Jewellery / Accessories						
	Liquor (city, landside)						
	Duty Free stores (airside)						
	Medical						
	Hyper markets, Mass						
	Petrol						
Pets							
Shopping Centers							
Toy stores							
Other							
8 Automotive	Sales						
	Service / Repair						
	Other						
9 Transport	Airlines						
	Buses						
	Car rentals						
	Delivery - Couriers						
	Taxi						
	Train / Metro						
	Travel Agencies						
Other							
10 B2B	PR Agencies						
	Web Hosts / designers						
	Other						