



News release

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For immediate release

CUSTOMER SERVICE IN EUROPE **Mystery Shopper Certification**

Experts from the worldwide business of mystery shopping gathered in Paris last week to discuss what builds excellent service. Members of the European Mystery Shopping Practitioners Association (MSPA Europe) came from 24 different countries to discuss a range of topics of importance to the research industry.

Examples of mystery shopping programmes from Air France, Disneyland Paris and Accor Casinos were presented and discussed.

Delegates agreed to develop and launch a **Certification Programme** for mystery shoppers in Europe as part of the continuing efforts to raise standards within the industry. For the first time European mystery shopping assessors will be able to complete on-line training and certification, and be recognised by their colleagues and employers as having reached the required standards.

Shoppers will be able to prove to prospective employers their knowledge the industry, the ethical basis of mystery shopping and the skills required to complete their assignments.

Francois Leaute, President of MSPA Europe, said *"The Certification Programme will be used to educate mystery shoppers and to help to ensure that their reporting will be accurate and professional. We believe it will raise standards in the industry, to the benefit of our clients and, of course, their customers."*

Mystery Shopping is the research method used by companies to test their own and their competitors' service levels by employing agencies to anonymously buy the products or use the offered services. MSPA Europe is the professional trade association of mystery shopping agencies dedicated to improving standards within the industry.

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