



News release

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For immediate release

CUSTOMER SERVICE IN EASTERN EUROPE

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.

Of particular interest was the participation of delegates from countries as diverse as Croatia, Lithuania, Estonia and the Czech Republic – joining colleagues from the UK, USA and Western Europe where customer service measurement has been established for longer.

Francois Leaute, President of MSPA Europe, said *“It was wonderful to have so many new companies, from emerging countries, joining us in Paris. As retailing develops in these countries the need for accurate measurement of performance becomes greater. It is only by the use of mystery shopping research that companies can truly know what their own customers are experiencing. We are pleased to be able to share our experience and knowledge with mystery shopping agencies from all countries.”*

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.

The MSPA Guidelines, to which all members subscribe, ensures that the highest ethical standards of research are maintained, to the benefit of all clients.

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