



News release

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For immediate release

CUSTOMER SERVICE IN ASIA MSPA EXPANDS

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.

Joining the European members were delegates from countries from further afield: Singapore, Australia, Pakistan and Japan, all keen to learn more about the rapidly developing research technique, mystery shopping.

The decision was taken to meet the needs of these delegates by beginning the process of forming a new Chapter of the MSPA: **MSPA Asia**. Once sufficient members have been recruited, MSPA Asia will work closely with the American and European chapters of MSPA to promote the research technique worldwide and to stimulate the acceptance, performance, reputation and use of Mystery Shopping services.

Francois Leaute, President of MSPA Europe, said *“Our conference in Paris demonstrated the keen interest in Mystery Shopping throughout the World. Establishing an Asian Chapter will help in our aims of strengthening the technique, and in building relationships between like-minded companies in every country.”*

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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