

MSPA® ASIA/PACIFIC Issue #14 December 2016 mspa-ap.org

INSIGHT 360°

QUARTERLY NEWSLETTER OF MSPA - ASIA PACIFIC

2017

MSPA
ASIA/PACIFIC

www.mspa-ap.org

from the editor's desk

Well, what a year and what a conference! This Newsletter issue is dedicated to a wrap-up of Conference events and tips from our inspiring speakers.

Mumbai, India was a wonderful destination for MSPA Asia Pacific's 2016 Conference. The sights, smells and colours of the world's most populous city had newcomers amazed and those old Bombay travellers, very pleased to return.

With delegate arrivals coinciding with Prime Minister Modi's plan to quash corruption, most of us were left cashless; relying on credit cards and Uber. At least we can all say we were centre-stage for one of those 'where-were-you-when' moments in India.

The 12th Annual MSPA Asia Pacific Conference drew 60 members and non-members from all over the globe, including China, Australia, Japan, France, United Kingdom, UAE and of course, India.

From Mumbai to Dubai, we were pleased to welcome such a diversity in Conference speakers. The presentations offered a wealth of new industry information and interesting analysis fitting with the Conference theme of Reinventing Mystery Shopping. You'll see summaries of each speakers' presentation later in this issue.

Our Conference hotel, the St Regis played perfect hosts providing impeccable service, beautiful rooms and the most extraordinary breakfast buffet. No culture was overlooked, catering for maximum breakfast happiness. It was truly a challenge to drag ourselves away and into the conference room each day.

Not letting the lack of rupees get us down, delegates seized a fantastic opportunity to see the sights of Mumbai – either very bravely on foot, or with one of the hotel-provided drivers. Having deferred to the latter mode of transport, I was excited to experience Ghandi's Residence, Mumbai's largest outdoor laundry, Dohbi Ghat, the Mumbai waterfront and being served by a very special 93 year old waiter at Britannia Restaurant; nowhere else but in Mumbai.

The Conference would not be complete without two key activities. One, the election of the new MSPA Asia Pacific Board, and two, the announcement of next year's destination city for the Conference. We are excited to reveal both in this issue. Keep reading...

So, with no further ado, let's begin the Newsletter.



Keira Mackenzie-Smith

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MSPA[®] ASIA/PACIFIC annual conference 2016



**16-18 November 2016 |
 Mumbai, India**

Thank you to all our Members who made the trip to Mumbai for MSPA AP's 12th Annual Conference. As I'm sure they'll agree, a very big thanks must go to Bhairavi Sagar, Anu Mehta and the Conference Committee for another successful Conference. As forecasted, the yearly get-together was a great catch-up with old friends and a wonderful time meeting new ones. We welcomed sixty attendee members of 33 companies from 19 different countries.

Delegates enjoyed two full days of learning, laughing and lively networking against a backdrop of bustling Mumbai. Unexpectedly for all, India learnt of its surprise currency change, just as we touched down in Mumbai. We're happy to report most headaches were avoided, with the event giving those supporters of a cashless-society, their long-awaited trial run.

The gala event of the Conference was held at the renowned Farzi Café, which was either a long Mumbai bus ride or, as some were not aware, a short walk from the hotel. Congratulations to Aviraj Puri, one of our new MSPA



Board Directors, who organised our evening of delicious local dining, drinking and the inevitable dancing. Everyone thanks you for a great effort; all except Nigel Cover from Maritz CX who was first speaker the following morning.

We must commiserate with one delegate for whom Mumbai will have very different memories - Tomohiro-San from Conference Sponsor, AJIS, Japan spent 90% of the Conference in a Mumbai hospital! Unfortunately, his meal in Bangkok en route to Mumbai didn't fare well. We hear he's recovered well and planning his next trip to India.

Speaking about sponsors, we must thank our loyal patrons Researchmetrics/ Shopmetrics, Sassie and Checker. Without their financial support, the Conference would not be possible. Special thanks also to two Member 'angels' who generously provided valuable Conference backing - AJIS from Japan and SHAW Hotels & Consultancy Services from India.



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MSPA[®] ASIA/PACIFIC Presidents Message 2016



Hello everyone!

Namaskar

Welcome to Mumbai for MSPA-AP 2016 Conference! Thank you all for being here with us.

Last two years of the present Executive Board of the Association has been a mixed bag, with various targets achieved, and a few continuing as a work-in-progress. Throughout the period, the Board has worked hard as a Team to achieve the desired goals of the Association.

We have taken several steps to offer more value to our members and are working to provide more in the coming years.

This Board started with few key challenges, with retaining preserving and growing membership at the top. As in previous years, our committee faced the challenges of retaining departing members. In our discussions with departing members, we learnt about issues, including their own declining business and perceived value for money from the Association. We are working hard to amend this situation.

One key issue identified was Members participation in Association events and activities. As you are aware, we have entrusted seven functional committees comprising 3-5 general Members of the Association, working with a Board Director in leading the committees. We hope more Members will actively participate in the coming years. Chairs and Members of the seven committees are actively pursuing, and giving their best efforts and energy, to achieve the desired mission of the Association.

Thanks to, Aftab Anwar (Director, Professional Development), Keira Mackenzie-Smith (Director, Communication), Jim Chong (Director, Membership) and Director Finance and Vice President, Ermina Yuliarti for her hard work in keeping our finances healthy and sound for



carrying our mission in coming years. I would also like to thank our recently departed Director, Conference & Marketing, Bhairavi Sagar. She contributed to the development of the association and the profession during last 5 years in various capacities.

A special committee with Aftab Anwar as Chairperson of Professional Standard & Ethics Committee is working to address the growing issues of ethical standards and practice. This committee has been entrusted to suggest essential changes for updating the By-laws of the Association.

My special thanks to our Conference Team. The support provided by our Indian members has made a significant difference in making the conference a success. Special thanks to Aviraj, Kapil, Mazen and Sanjeev. For many years, the Executive Support from Anu Mehta has been the key force behind all these conference efforts. A big thanks to her.

The Conference Team has assembled a great line up of Speakers for this conference. I am quite confident, you will all enjoy their rich presentations and return home with new thoughts and skills.

Last year Association launched a brand new web site. It is now fully operational with a great deal of important and essential information for our profession. I am inviting our members to visit the site and let us know your suggestion and thoughts. Our Association is now very active in various social media also including Facebook, LinkedIn, Twitter, etc.

The Communication team led by Keira, successfully published three quarterly issues of Newsletters this year and another coming next month. There was also the introduction of our new Networking Events, promoting the Mystery Shopping profession among clients and research professionals.

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and research professionals. We have held three successful programs this year in Hong Kong, India and China. Similar events will be organized in various countries in coming years. Members are welcome to volunteer for organizing such networking events in their country or region.

Professional Development team lead by Aftab Anwar has successfully organized two Workshops in Indonesia and three Webinars conducted by Keira. This year, we introduced a successful Workshop for clients also.

I am also pleased to announce we are launching a Members Awards for Excellence Program in 2017. All current Association Members will be eligible to apply for this unique initiative supporting ethics and standards compliance in our industry.

Special thanks to our regular Sponsors, ShopMetrics, Sassie and Checker. Your valuable sponsorship keeps our blood line flowing by supporting us in advancing the causes of our profession. I hope our partnership will continue for mutual benefit for many years to come.

A special thanks to Checker for sponsoring the workshops, our Client Workshop in Indonesia and to ShopMetrics for sponsoring the Networking Events in Hong Kong and India. We hope to partner with you in coming years also.

I am pleased to inform you that our Association is now registered in Hong Kong with Bank account in Singapore.

Finally, a big thanks to you, all the respected Members of our Association for your continuing support. Your Board is working hard to provide more value and support for your business and its growth in our region and around the globe.

Once again, I welcome you all to this 2016 Mumbai Conference. Have fun and see you again!

All our thanks go to our two generous and wonderful Conference Partners



If you couldn't make it to Mumbai, you missed seeing all these people...

We hope to see you at the next Conference.

The 2017 Conference will be held in...

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tips from conference speakers

It was certainly a treat to hear our speakers discuss current affairs in global and local mystery shopping. With Daniel Wain and Nigel Cover from the UK, Ajay Macaden from Nielsen India, Felicia Bramble from Australia and Ahmad Abu Zannad from Leo Burnett in the Middle East, we had all regional bases covered.

Over the next couple of pages, we'll reveal some of the tips given by our insightful speakers.



HOOK, LINE & THINKER by Daniel Wain, Daniel Wain Consulting

- ⊕ Communicate Insight, not just Data
- ⊕ Avoid 'infobesity' - use data-journalism and infographics
- ⊕ Do more than transmit information
- ⊕ We're in a People business; remember the power of Story
- ⊕ Ask yourself - "what keeps Douglas awake at night?"
- ⊕ What are the key client issues, questions to answer and actions necessary?
- ⊕ Insight = the 'why', the 'so what', the 'what next' - drill down beyond top level
 - ⊕ Offer a point of view; use data/evidence to support view
 - ⊕ Does it pass the elevator test—and the phone test (readers don't scroll)

What keeps Douglas awake at night???



TIME TO THINK, AND FAST! THE FUTURE OF CX—THE CHALLENGE AND OUR ROLE by Nigel Cover, MaritzCX

- ⊕ Estimated spend on CX - in 2014, \$3,770,000,000; in 2019, \$8,390,000,000
- ⊕ By 2018, 50% organisations will redirect investments to customer experience innovations
- ⊕ 72% CX professionals do not believe their programs are very successful at driving outcomes
- ⊕ 'Culture eats strategy for breakfast' Peter Drucker
- ⊕ MS makes a difference through looking at Events and Emotions, Depth and Variety, Prospects and Customers, Control and Coverage
- ⊕ The time to act is now - UK Institute of Customer Service scores have remained static for several years... perhaps, waiting for innovations in CX





tips from conference speakers



HOW CAN 'SHOPPER ARCHETYPES' BECOME AN INTEGRAL PART OF MYSTERY SHOPPING by Ahmad Abu Zannad, Leo Burnett

Leo Burnett global study, 'PeopleShop' highlighted necessity of understanding shopper archetypes for brands. However, are the experiences of the specific archetypes being captured by mystery shopping today? Is this a threat to MS relevance, or an opportunity?

- ⊕ PeopleShop defined different shopping behaviours, modes, needs and touchpoints
- ⊕ **Archetypes** represent a mindset rather than a person eg, Strategic Saver, Habitual Sprinter, Opportunistic Adventurer, Dollar Defaulter, Quality Seeker, Passionate Explorer
- ⊕ **Modes** represent activities people undertake while shopping, eg learning, bargain hunting, restocking, exploring, cruising, changing and go-getting
- ⊕ **Needs** represent the motives and goals people have in various **modes**, eg best price, advice, special offers, a treat, flexibility, efficiency, information and inspiration
- ⊕ **Touchpoints** represent tools and channels people use to meet their shopping needs, eg, promotional vehicles, value centres, expert sources, engagement tools, local shops, specialised retail and broadcast media



CORRUPTION IN THE MYSTERY SHOPPING INDUSTRY by Felecia Bramble, Service Integrity



- ⊕ New competitive scramble beyond price, towards features, value
- ⊕ Providers are under-promising and under-delivering, thereby corrupting the Industry
- ⊕ Audit your own sales promise to your operational execution
- ⊕ Insulate yourself to stand out with integrity
- ⊕ What story are you telling?



MANAGING YOUR CUSTOMERS EXPERIENCE BY CONNECTING THE DOTS by Ajay Macaden, Nielsen, India

- ⊕ Bridge the gap between 'strategic' to 'tactical' by providing more actionable information on critical customer experiences - an information source which is relevant, ethical, practical and credible
- ⊕ Mind the Gap - 70% insights never reach a logical conclusion due to a lack of tracking and accountability

2017-18 MSPA AP Board of Directors

MSPA Asia Pacific is pleased to announce the next-term Board of Directors, elected at the MSPA AP Annual General Meeting held in Mumbai on 18 November 2016. You will recognise the faces on the left, and we are excited to present three new Directors, Mazen, Aviraj and Bruce. You can read their stories on the next page.



Introducing our new Directors



ERMINA YULIARTI
President
MRI, Indonesia
ermina.yulianti@gmail.com



JIM CHONG
Vice President & Treasurer
Cardas Research & Consulting Sdn Bhd, Malaysia
jim@crcg.com.my



M SAIDUL HAQ
Immediate Past President
SRG Bangladesh Limited
mshaq@srgb.org



AFTAB ANWAR
Founder & Director Professional Development
Startex Marketing, Pakistan
aftab@startexmarketing.com



KEIRA MACKENZIE-SMITH
Co-Director Communications & Marketing
Learning Curve Solutions, Hong Kong
keira@thelearningcurve.com.hk



Mazen Sakran
Co-Director Marketing & Communications
Customex, UAE
mazen@customex.ae



AVIRAJ PURI
Director Membership
Shaw Hotels & Consultancy Services, India
aviraj@shawhotels.com



BRUCE XING HONGYU
Director Conference
Force Research, China
bruce.xing@forceresearch.com

MSPA⁹ ASIA/PACIFIC New Board Directors

MSPA Asia Pacific is very pleased to welcome three new Board Directors from China, India and United Arab Emirates. Not only do these three gentlemen bring a wealth of Mystery Shopping experience to the Board, but the Association will be all-the-richer for having Directors based in these three growth regions. We're excited to work alongside Bruce, Aviraj and Mazen to strengthen the local MSPA reputation and member-base.



Bruce Xing Hongyu

Xing Hongyu from Beijing, People's Republic of China, is managing director of

Force Research. He is innovative and acts as a point of advice and leadership of Force Research. He has always been an integral part business and its subsequent growth. He started his career in Mystery Shopping Company in 2009. After years of involvement, he has developed extensive experience of project management, solving complex problems, establishing team structure.

My personal philosophy has always been to nip problems in the bud. This is because I fully understand the way small, localized issues can quickly manifest into global, board-level issues. I am highly enthusiastic and ambitious as working for MSPA-AP that shares the same idea of making mystery shopping more standardized and sustain in the long run.



PERSONALLY...

Bruce's leisure-time hobby is watching movies. After a long day and tiring work, watching movies is joyful things that makes him calm and relaxed. He can isolate himself from the outer world while watching movies. Bruce is also keen on travelling with family. He enjoys the delicious food, places of historic interest and scenic beauty. He then has the opportunity to record this great moment with his treasured camera.



Aviraj Puri

Aviraj Puri, from Shaw Hotels and Consultancy Services in Mumbai, India is a Quality & Business Excellence expert and experi-

enced trainer with 7+ years of diversified experience in managing and leading major initiatives in the field of quality management, business excellence, performance management, transformation projects and service improvement in various industries.

Aviraj leads multiple projects under different business disciplines in alignment with regional and global best practices.

PERSONALLY...

Personally Aviraj loves cooking and organising parties. Being a self-confessed party animal, he can be found either working or partying!



Mazen Sakran

Mazen Sakran is the founder and CEO of Customex in United Arab Emirates. He has over 15 years of experience

working in the customer experience field with major focus on mystery shopping.

His passion towards coaching front liners and assisting Business owners in finding out insights about their employees and business performance has driven him to establish his own Customer Experience Consultancy firm in 2010. His enthusiasm and expertise assisting organizations to reach their goals has been very much appreciated by some of the largest multinationals in the Middle East.

PERSONALLY...

Mazen is unable to resist his wanderlust and will always find time to explore the world even when he is busy. He is very well travelled and enjoys meeting new people, learning about cultures, understanding history and trying new food. Additionally, Mazen is a die-hard football fan (soccer if you are from the US). He enjoys playing football recreationally with his friends and he closely follows football leagues mainly from around Europe.



Next MSPA Asia Pacific Conference in 2017...

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BEIJING 北京

PEOPLE'S REPUBLIC OF CHINA

MSPA-AP announces Beijing as the destination of its 2017 Annual Conference. We are thrilled to return the Conference to China where our member base is increasing steadily. It is an important time for the Association to gain a wider profile with the growing number of mystery shopping companies in China.

Being capital of the People's Republic of China, Beijing is the nation's political, economic, and cultural center. Located in north China, close to the port city of Tianjin and partially surrounded by Hebei Province, it also serves as the most important transportation hub and port of entry.

As one of the six ancient cities in China, Beijing has been the heart and soul of politics throughout its long history and consequently there is an unparalleled wealth of discovery to delight and intrigue travellers as they explore the city's ancient past and exciting modern development. Now it has become one of the most popular travel destinations in the world, with about 140 million Chinese tourists and 4.4 million international visitors in a year.

You'll have the opportunity to visit tourist landmarks such as the Great Wall, Tiananmen Square, the Forbidden City, the Summer Palace, the National Olympic Stadium and the many Hutongs of Beijing, along with meeting Association Members from around China and Asia.

Stay tuned; we will announce the Conference date by email shortly. We dearly hope you can join us for an energising few days in Beijing. Please contact Anu Mehta mspa-ap@mysteryshop.org if you have any early questions.



DIRECTORS MEETING

In early March, the Board will meet in our 2017 Conference city of Beijing to plan both the Conference and events for 2017-18.

During the Mumbai Conference, we held an open forum session with Members, listening to their feedback and recommendations for Association future direction and activities. The wealth of valuable information collected will be used at the Directors meeting to set strategies for the next two years ahead. If you have any contributions or ideas for Association development, please email Anu with the details - mspa-ap@mysteryshop.org

NEWSLETTER CONTRIBUTIONS

We are seeking Members to assist our next

Newsletter in writing an article or being part of the Sound Bytes questions - three simple questions about what's happening with your company in your region.

Again, please send your submission enquiries to Anu through the regular email address.

WEBSITE BANNER ADS

The MSPA AP website offers valuable advertising space for a small sum. The website is the go-to resource for clients and shoppers searching and connecting with Mystery Shopping agencies. Why wait for them to search your company through the member listing; have your logo and details on every page. Sign up for short or long term periods. Anu is available to email you costs

and more information anytime.

SHOPPER ACCREDITATION

A reminder to you about our MSPA Shopper Accreditation. The accreditation process is very simple for Shoppers. It's a series of straightforward questions. We're sure they'll answer every question easily. The on-line assessment questions are in English and the cost is only USD 18.50 per Shopper.

More details can be found at <http://www.mspa-ap.org/mspa-certification.html>

2017

Finally, the Board and Anu wish you a safe, healthy, happy and prosperous 2017.



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