

**MSPA** ASIA/PACIFIC

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# INSIGHT 360°

QUARTERLY NEWSLETTER OF MSPA-ASIA/PACIFIC

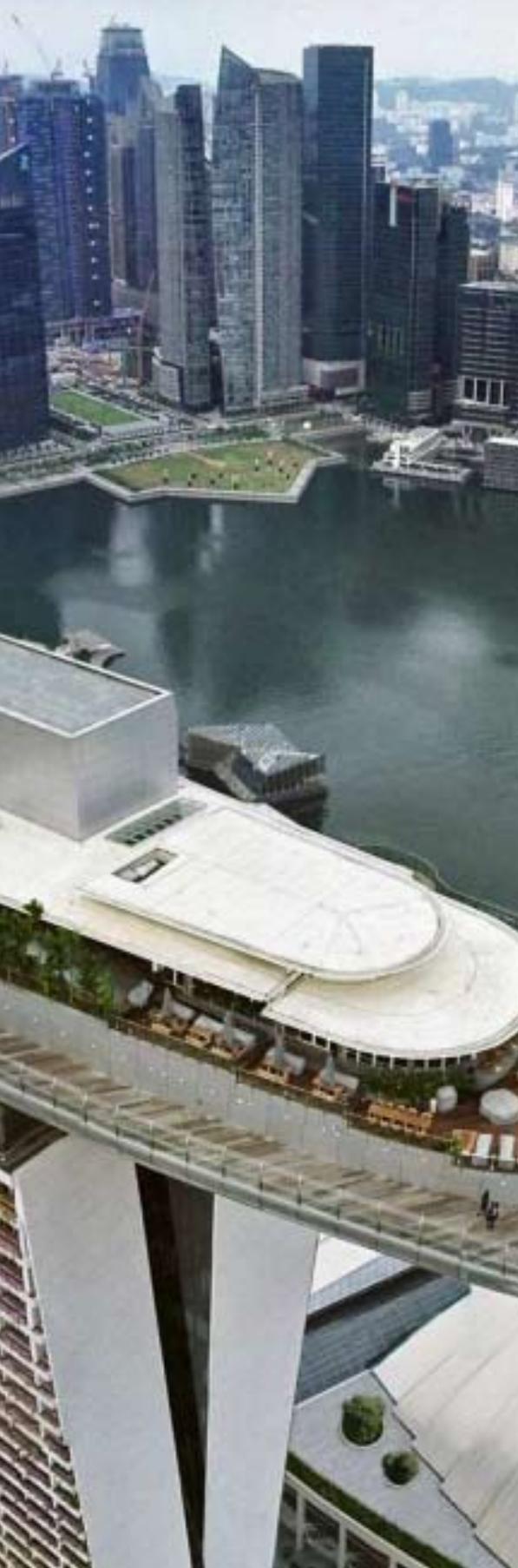
MSPA-AP 9TH ANNUAL CONFERENCE  
AT SINGAPORE

**TECHNOLOGY,  
CREDIBILITY &  
GLOBALIZATION**

**MSPA-AP  
WORKSHOPS**



# FROM THE EDITOR'S DESK



Dear Reader,

Welcome to yet another issue of Insight 360° I hope you enjoy reading it as much as we enjoy putting this together for you!

As we draw closer to the Asia-Pacific Conference in November 2013, I safely assume that you have surely marked the conference dates in your calendar and have already made your travel plans! If not, please do not wait until its Christmas ;)! This year we have a wonderful array of speakers from all around the world and I am sure that with the immense wealth of knowledge that these speakers have, none of us will go empty-handed back home.

The MSPA-AP chapter has been working towards ensuring that all of our members get the most from their membership – that's why we have periodical free webinars on various aspects on Mystery Shopping operations, which you/your company/your employees/colleagues can benefit from. Apart from webinars, we are also working to put together some amazing workshops in various parts of Asia Pacific. The workshops which are very nominally charged are a good platform to not only learn some of the best practices in our industry but also share and network with people from the research world.

We have this quarterly newsletter which aims to put together news from the industry and region for you. What this newsletter needs and asks from its readers is continuous contribution in terms of white papers, case studies, news/articles on Mystery Shopping from your country and also informational articles on the various aspects of our industry. Knowledge sharing is always beneficial and with every single contribution, it will only add to the growth of our niche industry. In fact, in an era marked by various online collaboration tools, open-source software, open innovation, it becomes more pertinent than ever to share ideas and innovations freely without any inhibitions.

I invite you to actively participate in this newsletter by being a representative of your country and volunteering a few hours every quarter to add your wealth of knowledge to this bulletin. We plan to start a column soon on 'Ask the Expert' wherein we invite questions/challenges faced by you/your organisation whilst running a Mystery Shopping Program and we will try and assist in resolving them with responses from a well-learned and experienced panel of specialists from our industry. Do watch out for this in our next issue.

That's it for now folks! Go ahead and register for the conference for yourself/employees/colleagues NOW and you can avail of our attractive early bird offer at heavily discounted conference fees! (Doing my bit :) to make the forthcoming AP conference a success!)

Sincerely,  
Bhairavi Sagar  
Editor



MSPA-AP 9th Annual Conference at Singapore from 19-20th November 2013

## TECHNOLOGY, CREDIBILITY & GLOBALIZATION

One and a half days packed with outstanding presentations:

- Three Spotlights on "Technology", "Credibility" and "Globalization", each one chosen to address the most challenging issues facing the mystery shopping industry today.
- A Keynote Speaker for each of the three spotlights.
- Five supporting speakers and...
- Nine Panel Discussion Leaders.
- Group Discussion and formal presentation on the latest Software packages available.

You and your business will benefit from in-depth, specific, take-home strategies that tackle each of the three challenges.



**WHERE WILL TECHNOLOGY TAKE US? HOW WILL ADVANCES IN TECHNOLOGY AFFECT YOUR BUSINESS? IS TECHNOLOGY A THREAT OR AN OPPORTUNITY?**

**A PANEL OF TECHNOLOGY COMPANIES WILL MAKE A FORMAL PRESENTATION ON THE DIRECTION IN WHICH TECHNOLOGICAL INNOVATION AND ADVANCEMENT ARE LIKELY TO TAKE US. THE SESSION WILL BE FOLLOWED BY BREAK-OUT SESSION TO PRESENT CURRENTLY AVAILABLE SOFTWARE SYSTEMS FOR MYSTERY SHOPPING SERVICE PROVIDERS.**

## **TECHNOLOGY**

## **GLOBALIZATION**

**WHERE WILL GLOBALIZATION TAKE US? WHAT DOES THE FUTURE HOLD FOR MARKET RESEARCHERS IN AN INCREASINGLY GLOBAL MARKET?**

John Smurthwaite began his career in Australia with Frank Small & Associates which was acquired by TNS.

John first moved to Asia in 1978 (to Kuala Lumpur and then Hong Kong). He was responsible for establishing the TNS offices in Philippines, Indonesia, Korea, Taiwan, Japan, India and Vietnam.

Through most of the past 20 years John has been the Regional Director/ Regional Chairman. He devotes most of his time now to training young executives in TNS and is the Asia Pacific Ambassador for ESOMAR.

### **Globalization Synopsis**

John Smurthwaite will cover the effects of globalization from a wide range of angles such as client globalization and what that means for our industry. He will cover globalization as it affects the MS/MR industry particularly in relation to the type of services offered. He will also cover the privacy/data protection issues from a global perspective.



**JOHN SMURTHWAITE**  
ESOMAR Asia Pacific Ambassador

# CREDIBILITY

**IS MYSTERY SHOPPING A CREDIBLE INDUSTRY? HOW DO WE EARN CREDIBILITY, KEEP IT, AND USE IT TO RAISE OUR COMPANY PROFILE? HOW DO WE FRAME MYSTERY SHOPPING AS A HIGH-VALUE, ESSENTIAL ACTIVITY, AND HOW DO WE ENABLE OUR CLIENTS TO GET MAXIMUM VALUE FROM THEIR MYSTERY SHOPPING PROGRAMS?**



**JILL SPENCER**

Operations Director, ABa Quality Monitoring Ltd of UK. Director MSPA Europe.

Jill joined the senior team at ABa Quality Monitoring in 2000, having previously created an enviable reputation for expertise in the customer experience area while working in challenging roles for blue-chip UK retailers.

Over the past 20 years, Jill's primary objective has been to raise the profile of customer service in business. It is a testament to her passion and commitment for the subject that the companies Jill has worked for and partnered with, now place customer service at the very top of their boardroom agenda.

Jill will present a paper entitled "Credibility for Sustained Profitability". She will use a combination of theory and practice to highlight the importance of credibility at the personal and business levels. She will also demonstrate the value of earning TRUSTED ADVISOR status in the Mystery Shopping industry and explain why credibility is the foundation of LEADERSHIP.

Ed In his presentation will address on how our industry continues to face two key challenges in terms of credibility. The first is that Mystery Shopping is sometimes viewed as the poor relation of market research, and consequently has limited value. The second is facing up to the fraudulent activity of rogue shoppers and scam artists. He will explore the issues resulting from fraud and show you how to recognize, combat, and protect yourself against some of the common problems.

Ed is an entrepreneur from the UK. After an advertising agency career in London, he relocated to Shanghai in 2003 and co-founded JETT Customer Experience in 2004. JETT is now one of the leading customer experience consultancies in China, with world-class clients such as Apple, Disney, Ritz-Carlton and Virgin.



**ED DEAN**

JETT Customer Experience, China

Oksana will discuss the findings and implications of a study into the attitudes and opinions towards mystery shopping by employees of client companies.

Oksana is the owner and CEO of NEXTEP Group, 360@ Communication Agency that creates brand communication campaigns, designs incentive and loyalty programs, market research services and mystery shopping. For over five years Oksana has been an active member of MSPA EU Board of Directors working in different positions, including Past President. She has 15 years of business management experience and is a successful customer experience consultant.



**OKSANA AULCHENKOVA**

Owner and CEO of NEXTEP Group, Russia



**KATE TRIBE**

Principal, Tribe Research, Australia

Kate will speak on how perception impacts mystery shopping credibility. Perception is everything. It is a core methodological issue in market research. She will also speak on a range of perception issues, including ways in which you can acknowledge them while working with clients, and so enhance your credibility.

Kate is a member of the Australian Market and Social Research Society and Chair of the Independent Researchers Group. She is also Research Advisor to the Australian Businesswomen's Network.

Yvonne will use a German Bank study to demonstrate the methodology of Direct On-Site Coaching using specially trained mystery shoppers. The presentation will include a video interview with the Head of Market Research at the Bank.

Yvonne has over 15 years of experience in Market Research. After her studies in sociology she made a detour into Online Research before joining the Transfer Institute in 2002. Since then the international side of Transfer's business has grown enormously and the company has developed special tools to maximize the benefit of mystery shopping for clients. Yvonne is Vice President of MSPA Europe.



**YVONNE KINZEL**

Managing Partner, Transfer Institute, Germany



# SPONSORSHIP OPPORTUNITIES

Join Other Sponsors on the MSPA-AP Website Today!

We anticipate a very successful 9th Annual Conference in Singapore. Don't miss your chance to reinforce your organization's position and connect with research professionals looking for your products and services.

## SHOW YOUR COMMITMENT!

The MSPA-AP Annual Conference is the best way to stay connected to your current customers – researchers, survey practitioners and survey data users – while introducing your products and services to prospective customers! Maximize your exposure by selecting one or more of the opportunities offered.

## SPONSORSHIP PACKAGES

Sponsorship offers your company the highest visibility. Choose your BEST FIT from six sponsorship levels, and add an underwriting item/event for even greater exposure!

## EXHIBIT OPPORTUNITIES

MSPA-AP's exhibit hall is THE place to be! Sign up TODAY to ensure one-on-one contact with key stakeholders in the survey community. Don't delay sponsorship and exhibit opportunities are selling quickly. Act now to secure your space at the premier conference for research professionals.

## QUESTIONS?

Contact Anu Mehta at [mspa-ap@mysteryshop.org](mailto:mspa-ap@mysteryshop.org) for further details. To confirm your sponsorship and know more about the sponsorship packages [click here](#)

**EARLY BIRD DISCOUNT** till **30 September 2013 REGISTER NOW!** Don't miss the chance! Contact Anu Mehta at [mspa-ap@mysteryshop.org](mailto:mspa-ap@mysteryshop.org) for details.

# MSPA-AP WORKSHOPS:

At MSPA Asia Pacific we are putting together the best possible programs and resources for our members. As your professional organization we will constantly put forth our best efforts to meet your needs. As part of these endeavors, MSPA holds educational events, such as Workshops, and Webinars and create publications to expand your knowledge and skills in the field of Customer Experience through Mystery Shopping Programs.

MSPA-AP has successfully conducted one-day workshops for Senior and Middle Management, and for Supervisory Staff of MS Providers in China, India and Malaysia. These workshops are aimed at helping Providers to lead change efficiently, to share best industry practices and learn from real examples so you can more effectively deal with this competitive market! The workshops also provide an ideal time to meet and share with other Mystery Shopping professionals, to learn from their experiences, and pick up new ideas.

## **Some topics to be covered include:**

- Needs and practices of local markets.
- New developments in Mystery Shopping business.
- Ethics and guidelines.
- International Business, practices in developing and developed markets.
- Hiring of shoppers.
- Quality controls.
- Do's and do not's of Mystery Shopping.
- Questionnaire design and scoring.
- Recruiting Shoppers.
- Shopper Fraud control – how to combat fraud.
- Use of photos and video – are they reliable?
- Marketing Mystery Shopping – How to build a compelling cost benefit analysis.
- Marketing YOUR Mystery Shopping Company for International Business.
- Competing technologies.

These workshops will be hosted by people with excellent business experience in the Mystery Shopping Industry. They will share with you the business needs, issues and requirements of both growing and mature markets.

Please let us know if there is a need to have a workshop in your region, MSPA-AP would certainly consider your request. The dates and countries for the workshops will be announced shortly on our website [www.mspa-ap.org](http://www.mspa-ap.org). Please do share your thoughts with us and feel free to send suggestions to Anu Mehta at [mspa-ap@mysteryshop.org](mailto:mspa-ap@mysteryshop.org).