



## Europe is smiling, America greeting, and South America selling.

2014 is the 10th year that Better Business World Wide is compiling data from Mystery Shopping Providers in Asia, Europe, North- and South America, to the Smiling Report. The report includes customer service data from evaluations conducted across a spectrum of industries gathered by mystery shoppers during 2013.

The summary for the year 2013 is based on answers to more than 1.6 million questions covering Smile, Greeting and Add-on sales in 53 countries.

Overall 83% of the customers received a smile, 86% were greeted while only 57% received an add-on sales suggestion. All these aggregated figures are higher than in previous years, however there are big differences between continents, countries and industries.

### Smiling

Last year's best smiling country, Spain had this year a smiling score of 94% (last year 96%) and was now passed by Poland on 96% and Ireland on 95%. Four countries in Asia are at the bottom of the list of smiling countries, South Korea 45%, Macau 54%, China 58% and Hong Kong 61%. Highest scoring continents were North America with 89% and lowest scoring continent was Asia with 76%. Highest scoring industries was Government with 93% and the Transport industry was as always the lowest with only 69% smiling.

### Greeting

Eight South American countries are on top of the list for greeting, and four of them scored 100% on greeting, Guatemala, Panama, Peru and Uruguay. The greeting received the lowest scores in Asia with India on 59%, Macau 60% and Hong Kong on 66%. North America was the continent with the highest score on greeting, 89%. Finance was the industries with the highest score on greeting with 94%. Lowest greeting score was found in the Transport and Leisure industry with 83%, and Retail 84%.

**Add-on Sales** has since the Smiling Report started in 2004, always had the lowest scores compared with smiling and greeting. Also add-on sales is dominated by South American countries on the top of the list, Guatemala 94% and Argentina 92, followed by Poland with 91%. The lowest score was found in Greece with 15% while Cyprus and The Netherlands had 24%. The highest scoring continent was South America with 79% and the lowest scoring continent was Europe with 52%. The Hospitality industry had the highest score with 77%, while Retail was the lowest scoring industry with 47% and Health & Beauty Care 48%.

The report is available at [www.SmilingReport.com](http://www.SmilingReport.com). For more information about the Smiling Report please contact Veronica Boxberg Karlsson [veronica@betterbusiness.se](mailto:veronica@betterbusiness.se) telephone: +46 8 5118 5111, or the respective participating Mystery Shopping Providers listed on [www.smilingreport.com](http://www.smilingreport.com)