



USA top for Smiles and Sales in 2019! Uruguay top for Greeting.

Better Business World Wide has released the 2019 Smiling Report, which is now in its 15th year of publication. The Smiling Report consists of data from more than 23 million evaluations via mystery shopping since 2004. The report is compiled from information supplied by Mystery Shopping Providers in Europe, Asia, North America and South America, and focuses on customer service data from evaluations conducted across a whole spectrum of industries. All information is gathered by mystery shoppers from professional mystery shopping companies that are members of MSPA, the trade organization for mystery shopping professionals.

The 2019 report provides a summary of nearly one million answers to questions which focus on Smile, Greeting and Add-on sales metrics in 56 countries during 2018.

Overall 80% of the customers received a smile, 82% were greeted, while only 49% received an add-on sale suggestion. The aggregated scores have decreased for smiling by -2 and greeting by -4 compared to 2017. Add-on sales data has always had a lower score than Smile and Greeting. The last few years it has been well over 50%, but 2018 it was back to the low 49%.

Smiling

For the first time since 2007, USA is back at the top, scoring 93%, just ahead of Iceland and Bulgaria with 92%. The highest scoring country in Asia was Hong Kong with 56%, although that is a decrease of -10.

At the very bottom of the list of smiling countries, we find Denmark with only 38%.

Largest increase has been in Pakistan, by +27 to 46%, and Lithuania with +9 to 88%.

Largest decrease has been in Russia by -34 to 59% and Denmark, by -28 compared to last year.

North America was the highest scoring continent with 92%. The lowest scoring continent was Asia/Pacific with 52%.

Highest scoring industries was Leisure with 89%. Transport was lowest with only 53% which is a decrease with -23.

The Smiling Report is managed by:



Greeting

- # Uruguay scored 97% on greeting, followed by Hungary on 95% and Argentina on 94%. The best country Asia was Pakistan with 75%.
- # The lowest greeting scores was Colombia with 51%, while Macau and Switzerland also had a low score, of 53%.
- # Lithuania has increased their score by +9 compared to the previous year, to 89%.
- # Several countries have decreased their greeting scores, most notably Russia by -26 to 66%, and UK by -12 to 79%.
- # North America was the best performing continent with 90%, and Asia the lowest with 66%.
- # Government was again the industry with the highest score on greeting with 96%. Transport which is the lowest scored industry has decrease with -27 to 56% on greeting, while Health & Beauty has decreased by -11 to 79%.

Add-on Sales

- # Since the Smiling Report started in 2004, Add-on sales has always posted the lowest scores when compared to Smile and Greeting. The average this year was 49% which was -3 lower than the previous year. USA scored the highest with 78% followed by Brazil with 75%.
- # At the very bottom of the list we find Peru with 22% and Cyprus with 25%.
- # The biggest improvement was made by France with +19 to 47% and Germany +17 to 49%.
- # Lithuania was the country that saw their score decline the most, by -17 to 37%, and Bulgaria by -13 to 41%.
- # The highest scoring continent was North America with 71% and the lowest scoring continent was South America with 42%.
- # The highest score was in the Automotive industry with 66%, although this was a decrease by -10 compared to previous year. Lowest score was in Government with 9%, which is -19 compared to the previous year. Transport decreased by -17 to 55%. Hospitality and Leisure scored 55%, Finance 54%, Health & Beauty 51%. Retail is the lowest scored industry on add-on sales with 47%.

Large interest world wide

The Smiling Report is used by the business community, media, governments and students all over the world. Access to the data is free of charge, however we would appreciate a contribution to www.operationsmile.org, so we can achieve more smiles in the world.

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Everyone can use the data from The Smiling Report in any publication, digital or printed, provided they include a reference that the report is managed by Better Business World Wide. We are happy to include press clips on the Smiling Report website, and we look forward to receiving your articles and links to publications. All languages are welcome!

For more information about the Smiling Report please contact Veronica Boxberg Karlsson veronica@betterbusiness.se telephone: +46 8 5118 5111.

To see the list of participating mystery shopping providers in each country, or request login details, please visit www.smilingreport.com

To search for mystery shopping providers go to www.mspa-global.org

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Top 3 in The Smiling Report 2019

Data from more than 1 million mystery shopping evaluations in 56 countries during 2018.

SMILE	1	2	3
Country	USA	Bulgaria & Iceland	
Country Improvement	Pakistan	Lithuania	France
Continent	North America	Europe & South America	
Industry	Leisure	Retail	Hospitality
Automotive	France	Sweden	USA
Finance	Lithuania	Peru	UK
Hospitality	Lithuania	Hungary	Iceland
Retail	Argentina	Brazil	Bulgaria

GREETING	1	2	3
Country	Uruguay	Hungary	Argentina
Country Improvement	Lithuania	Puerto Rico	Hungary
Continent	North America	South America	Asia/Pacific
Industry	Government	Automotive	Hospitality
Automotive	Slovakia	Bulgaria	Czech Republic
Finance	Hungary	Bulgaria	Slovakia
Hospitality	Uruguay	Argentina	Hungary
Retail	Argentina	Hungary	Cyprus

ADD-ON SALES	1	2	3
Country	USA	Brazil	Russia
Country Improvement	France	Germany	Slovenia
Continent	North America	Asia/Pacific	Europe
Industry	Automotive	Hospitality & Leisure	
Automotive	Hungary	France	Bulgaria
Finance	Czech Republic	Lithuania	Bulgaria
Hospitality	Hungary	USA	Chile
Retail	Brazil	Russia	Sweden

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