

# MSPA EU Net Happiness Score

## Q3 2016



## The Happiness Score Plan

In the past MSPA Europe has conducted a Queue Survey in cooperation with the members, in order to get media attention for the method of mystery shopping. In Athens the MSPA Europe board decided to start a new survey that we think can be even more interesting for our media as well as for our members and their client's.

### Goal

One of the preconditions for good customer service is that the employees in the client companies are happy to serve their customers. Therefore we will measure how happy the employees are when serving the mystery shopper. We also think it is valuable for MSPA and its members to have some news related to mystery shopping to promote during the autumn, since many clients are looking for new MS programs during that period. When we have enough members participating, we will make a press release to promote MSPA and the participating companies.

## Benefits for members

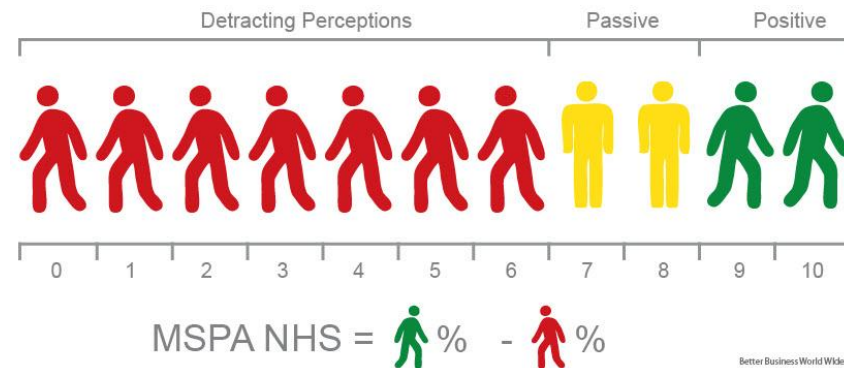
ClientFirst Consulting – who provided Hungarian data for the survey – published a press release about their country’s win. This was picked up extensively by the Hungarian media, resulting in more than **20 articles** across different magazines and online digests, including Public Life and Business Daily, Public Life Women, and various Marketing and eco online publications. This represents great exposure for MSPA on the topic of mystery shopping. Journalists were very interested in the theme. They created full page articles, asking sellers and buyers for feedback about service, and created online customer satisfaction mini surveys on the subject. This activity perfectly demonstrates the power of mystery shopping when linked to an interesting survey or topic. The media will continue to show interest in NHS and Mystery Shopping in general if we make sure we inform them of the latest industry activities and findings.



## NHS Definition

The Net Happiness Score (NHS) is similar to the Net Promoter Score (NPS) but reflecting the mystery shoppers' perception of how happy the employee was.

Responses 0-6 are regarded as detracting perceptions, 7-8 passive perceptions, and 9-10 positive perceptions.



By subtracting the percentage of detracting perceptions from the percentage of positive perceptions, we get the net score of happy employees. If there are 100% positive perceptions, the score will be 100 and if there are 100% detracting perceptions, the score will -100.

How happy were the employee's you met in the outlet during this visit, on a scale 0-10?

We suggest that you add the NHS question in all your checklists/survey forms. If you plan to have the question visible for clients we advise you to agree with them on beforehand. Also inform them that this is a subject opinion by the shopper on a wide scale, and that they will have more use of comparing their aggregated results and benchmarking with other countries and industries, than individual responses from single visits.

On MSPA EU website you can see alternative texts for other languages.

## Reporting the data

Pull this data from your system and submit it to MSPA at [www.mspa-eu.org](http://www.mspa-eu.org) at one form per country

NB! You will not submit any individual client names!

MSPA  
NET Happiness Score

Country where the visits have been conducted: (*svaer erfordras*)

Number of responses per Industry

Score	Automotive	Finance	Government	Health & Beauty Care	Hospitality	Leisure	Retail	Transport	Other
0									
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

Company name:

Contact person name:

E-mail address:

## NHS Participants

Totally 21% of all members have participated in at least one period reporting their NHS data to MSPA.

We need more members to join, to make the NHS report really powerful!

Members will receive the results per country and per industry for the periods they participate.

### **Most frequently participating companies:**

AB Better Business World Wide

ClientFirst Consulting Ltd.

Doxa

Dive Eesti OÜ

DIVE Latvija

Dive Lithuania

Dive Poland

Market Vision s.r.o.

Pulse Market Research

React Surveys Ltd

Store Support

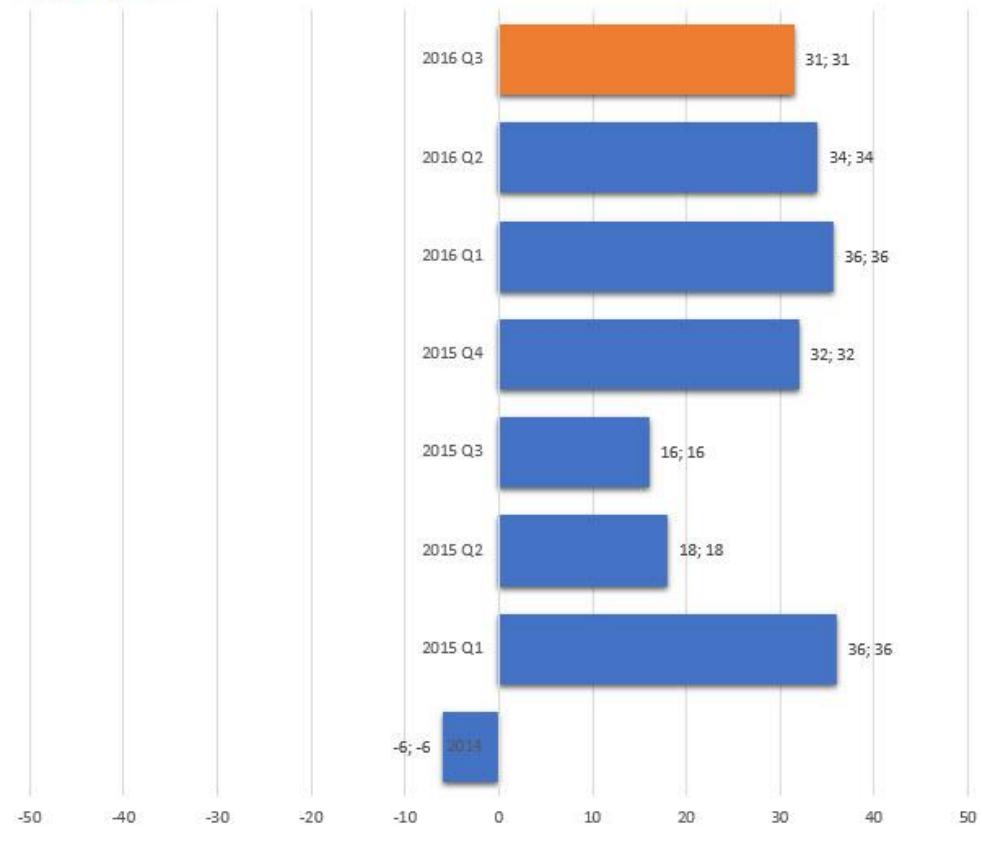
SWOT Research

Toplevel Services

## NHS Q3 2016

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EUROPE

Net Happiness Score in Europe 2014 - 2016 Q3



Participating companies will receive the detailed scores per country and industry.



## The Happiness Score Schedule

	2016				2017
Fieldwork period	Q1	Q2	Q3	Q4	Q1
Add the NHS question in all survey forms	>	>	>	>	>
Data collection	>	>	>	>	>
Submit the data	15 April	15 July	15 Oct	25 Jan. 2017	>>>>
Report & Press release	29 May	25 July	25 Oct	5 Feb. 2017	>>>>

MSPA would recommend that all members taking part in the survey use the results to engage their clients more positively and also publish their own press releases to raise their own profile, and the profile of MSPA in their local media.

We count on your participation!

