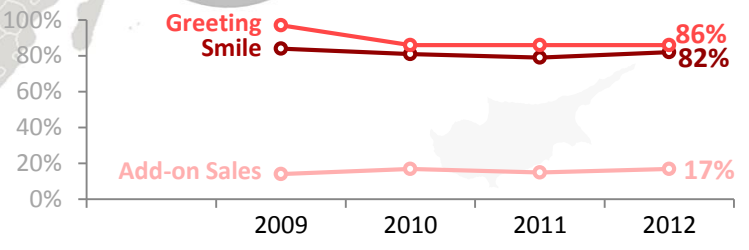
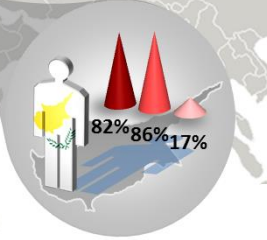
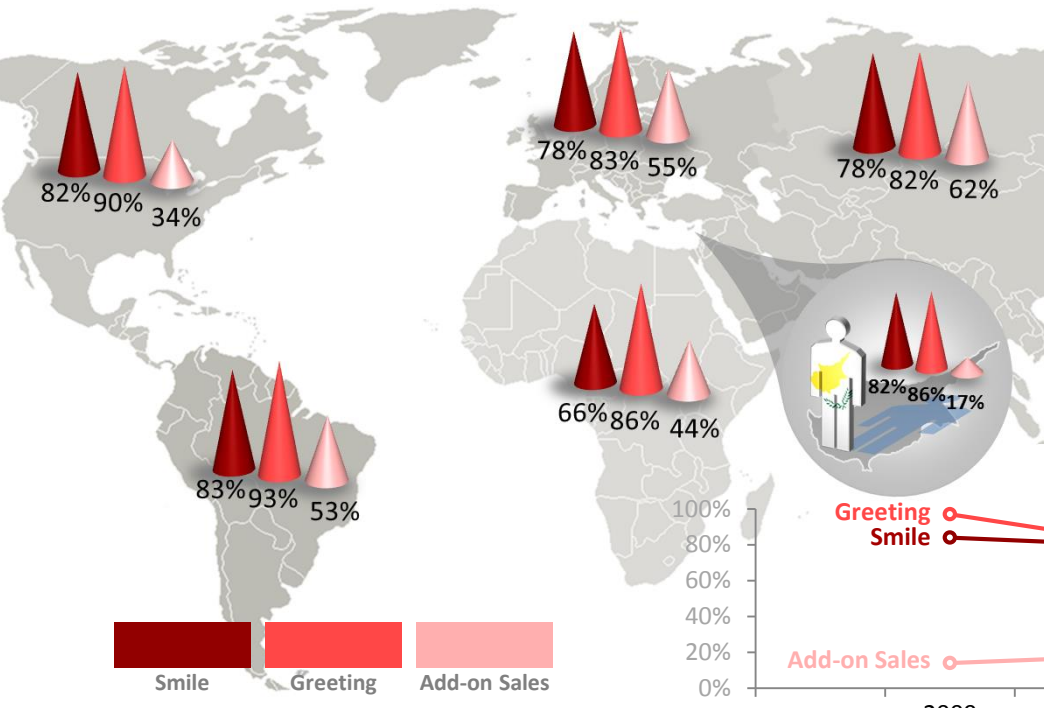


Pulse Infographics - Mystery Shopping

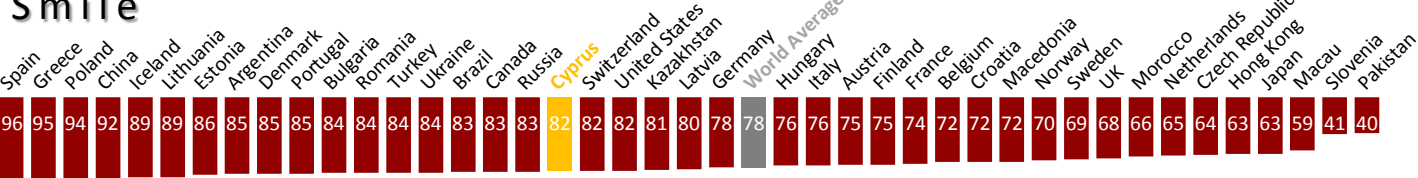
2013 Smiling Report - March 2013

The **Smiling Report** is compiled by the MSPA annually from Mystery Shopping evaluations world wide. The Smiling Report consists of data from **2 million evaluations** in 2012, measuring weather the Mystery Shopper during his/her visit received a **smile, a greeting** and an **add-on sales suggestion**.

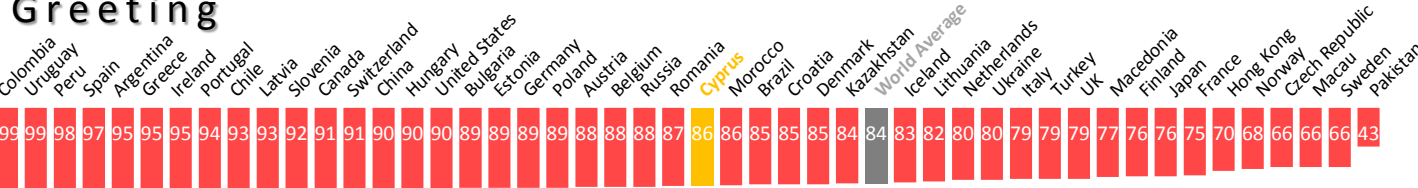
MSPA www.mspa-eu.org
www.smilingreport.com



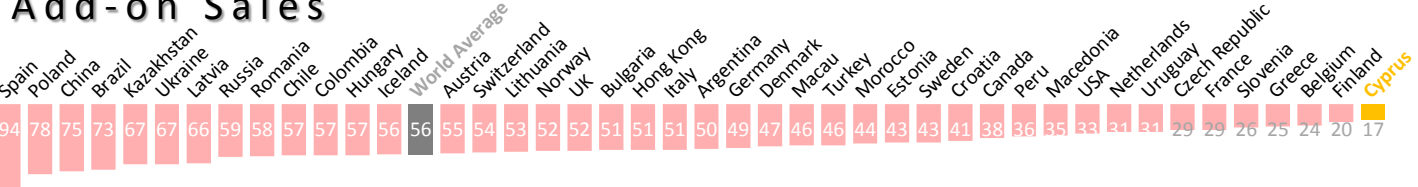
Smile



Greeting



Add-on Sales



Retail Stores

Smile	75%	77%
Greeting	81%	82%
Add-on Sales	53%	13%

Automotive

Smile	75%
Greeting	80%
Add-on Sales	55%

Hospitality

Smile	85%
Greeting	90%
Add-on Sales	66%

Government

Smile	64%
Greeting	85%
Add-on Sales	45%

Health & Beauty Care

Smile	80%
Greeting	88%
Add-on Sales	56%

Transport

Smile	62%
Greeting	85%
Add-on Sales	39%

Leisure

Smile	72%
Greeting	86%
Add-on Sales	42%

Finance

Smile	87%	89%
Greeting	90%	93%
Add-on Sales	57%	23%