

Conference Speakers

Mystery Shopping & Customer Focus

"How can Mystery Shopping help organizations to improve customer experience?"

Tuesday May 22nd 18.00 – 18.45 hrs

"NEW members / 1st time attendants workshop"



Stefaan Vandroogenbroeck is a real expert in terms of Mystery Shopping and Customer Service Relations. During his young career of 16 years, he successfully created and managed three different contact centers in Belgium and the Netherlands. For the last 8 years he has become also an expert in the set up and follow-up of Mystery Shopping and Market Research projects, and also for the last 7 years a qualified trainer/coach. As a Contact Center Manager he discovered and used Mystery Shopping techniques. He was so motivated by this experience that he decided to work for a Belgian Mystery Shopping company. After three years in the Mystery Shopping world he became Associate Director of the Belgian Mystery Shopping company and at the beginning of 2010 he decided to create his own company in Lille, in the North of France, on the border with Belgium. As a member of the MSPA board (Mystery Shopping Providers Association) Stefaan has been active for the last 5 years on this board as European Director for Education & Certification. It is with a strong background and live experience of these different situations, together with a permanent and contagious enthusiasm, that Stefaan and his team drive local and European Mystery Shopping projects to a successful conclusion.



Cristiani Oliveira Cristiani was appointed as Mystery Shopping Director at Intercampus, Portugal, in 2011. With over 20 years of professional experience, Cristiani has worked in diverse areas, such as logistics, insurance, banking and metallurgical industry. Originally from Brazil, Cristiani has been living in Europe since 2001, working in the fields of Marketing Research, Mystery Shopping and Customer Experience Management. With an education background in management, Cristiani also has training in Entrepreneurship, Communication and Public Relations. Cristiani contributes frequently to various publications and is a frequent speaker in national and international conferences, lecturing on topics such as Mystery Shopping, Marketing Research, Customer Experience Management, Human Resources and Corporate Communication.

Cristiani joined MSPA Europe as a Director in 2007, became Vice President in 2009, President in 2010/2011 and is currently a Director and a Trainer for the Association. In her free time, Cristiani likes to travel with her husband and two small daughters.



Luis Duarte is a graduate in Hotel Management and founded Pentaudis in 1998, having previously worked in Management positions in Hotels & Tourism and in Retail, in Portugal, Germany and England. His work experience was gained working for Accor, Sheraton and Lidl. Currently Luis heads a team of 17 dedicated professionals that are focused on helping their clients improving their customer experiences. Pentaudis is split into two Business Units – Mystery Shopping and Market Research & Data Analytics – and offers within these units various management tools, that are used in line with the client's specific goals. In the most recent client satisfaction survey Pentaudis achieved a satisfaction rate of 92% and a recommendation rate of 100%. Luis is very involved with the internal and external clients and one of the areas he is responsible for delivering results is Innovation. In his free time Luis likes to spend time with family & friends and to practice sports, specially Bootcamp, and reading, reading, reading!

Wednesday 09.30 – 09.50 hrs

Opening MSPA Europe



Yvonne Kinzel is General Manager (D, A, CH) at Multi-Value GmbH Germany, a company that helps companies to improve their customer experience. Yvonne has over 25 years of experience in Market Research. After her studies in sociology, she made detours in Online Research and as a trainer for Statistical Analysis. Since 2002 her work focuses in the area of mystery shopping and she has held management positions at leading mystery shopping providers since then. Yvonne acquired special expertise in the management of international mystery shopping projects and conducted projects in more than 60 countries globally by now. She has presented key note speeches entitled "Cultural differences in Sales" and "Direct onsite coaching" at MSPA Conferences in Singapore, Manila and Bucharest.

Wednesday 09.50 – 10.35 hrs

"Passenger Experience; a never ending journey"



Daan Noordeloos - For over 12 years Daan has been helping organizations to become more customer oriented. At Transavia he's responsible for developing and implementing the customer strategy which revolves around passenger experience. He's passionate about experience design and finds himself working on the intersection of applied research, innovation and change management.

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Arjen van Hijum is the CEO of Store Support, leader of mystery guest research in the Netherlands. The past years Store Support has, on account of the good partnerships within the MSPA network, grown strongly. Besides mystery guest research Store Support has enlarged her services around Customer Journey Management. A good example is the collaboration with Transavia. Arjen is, besides the proud co-owner of Store Support, on an every day mission to innovate and expand the services of the company in the field of Customer Experience Management.

Wednesday 10.35 – 11.00 hrs

"Implementation challenges and resistance in the organisation towards Mystery shopping. How to overcome them!"



Emilija Ivancajic, Research Executive Intelligence d.o.o., joined the team in 2013. since then she has been working on the development of strategic projects (with a special focus on market research concerning the medical and pharmaceutical industry, one of the clients was pharmaceutical giant Pfizer). Emilija is an MD, she is the author of numerous scientific papers, she acquired part of her education on managing medical projects in Brazil (Sao Paulo), she also organized a great number of charity projects. Emilija is currently developing a brand new Mystery patient program, her expertise includes coaching for mystery shoppers, depth interviewing, managing focus groups, organizing workshops with customers and conducting market research actions for key customers and clients with an exclusive contract with company Intelligence.



Nebojša Ilic, General Manager Doming d.o.o.. Nebojša is a long-time Director of Sales and Representative of company Doming. As part of Romstal Group, Doming is a leader in Southeast Europe in the placement of installation of heating, air conditioning, plumbing, sewage, sanitary and other equipment used in modern design and construction of residential, commercial, industrial and other types of buildings. Nebojša responsible for company development and expansion of the sales team, which consists of 120 employees at 17 sales locations throughout Serbia. Nebojša joined the company in 2003., and in 1999. he graduated from the Faculty of Mechanical Engineering in Belgrade.

Wednesday 11.40 – 12.40 hrs & Thursday 11.40 – 12.40 hrs

"New Era: Mystery Shopping and the Significance Economy; Beyond the Customer Experience!" – break-out session

Surprise your customers! Be a business partner and prepare yourself and your clients for the NEW economy! The 'Significance' Economy! Opportunities to exceed the Customers Experiences for 2020!



Hans Smith is CEO Groeitruiningen en founder of Mystery Review. Hans is Disney trained, having formerly worked for Disney as Operations Manager and Disney Trainer, and has a strong background in economics and psychodynamics as well as extensive experience in the Customer Experience industry. Currently Hans offers consultancy to leading brands, creating exceeding customer, patient, and guest experiences.

Wednesday 11.40 – 12.40 hrs & Thursday 11.40 – 12.40 hrs

"Ode to Joy (Gin & Tonic) - Orchestrating key instruments to successful collaborations" – break-out session

"Showcasing the impact of collaboration within successful clients-agency relationships will be the aim of this outline. The global marketplace has become extremely competitive nowadays, and this has an impact on professional expressions at work – they tend to be more introspective. Collaboration in the workplace is defined as the "action of working with someone or as part of a group through idea sharing and thinking to accomplish a common goal". Typically, if one asks a number of CEO's to point out the attributable factors of their company's success, they would quite often refer to collaboration. Similarly, when asking key figures of the Market Research Industry, they will point out to the same key elements of success in addition to technology, tools, solutions, etc. Agencies usually aim at creating long lasting relationships with their clients, but such relationships can't be achieved in case real depth is not placed in them. Collaboration is deeply a human activity, and no tool on its own can solve the problem of poor collaboration.



Lysandros Hadjilambrou provides continuity in Cyprus international marketing research, which counts more than 50 years of existence, as has developed a prominent status in the regional industry, i.e. Middle East & North Africa, and Eastern Europe. Lysandros, is conread's founder and CEO, a boutique consulting agency that specializes in providing services to big multinational clients and undertaking multinational projects. Nineteen years of experience, dedication to continuous innovative thinking, the design of new methodologies and marketing research patterns and accumulated knowledge, supported numerous clients to add value to client's revenues & key business objectives. He managed to orchestrate more than 500 Global projects, while his expertise renders him one of the top consulting professionals in the industry. Prior to founding conread, Lysandros managed several roles in the marketing research industry; Synovate as ME Business Development Director, MEMRB Saudi Arabia as Client Service Director, MEMRB Cyprus as Research Manager. Lysandros is a graduate of the University of Arts in London (London College of Fashion).

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Currently, Lysandros focuses in leading Conread towards further geographical expansion and adding value to the company through digital and mobile technologies. The combinations of innovative thinking combined with his wealth of experience are his greatest attributes. Lysandros has participated in many conferences and seminars and as a speaker shared his knowledge, particularly on Customer Experience programs.

Wednesday 11.40 – 12.40 hrs & Thursday 11.40 – 12.40 hrs

"Be Mobile - how we built our app to land on the future of mystery shopping" – break-out session

- How important is the "new" mobile world for mystery shopping company
- Mobile Mystery shopping means saving money, trusted data, honest mystery shopper and more suitable visits
- Build your own app without spending a fortune
- Real "real" time data
- What we did - our mistakes



Fabrizio Checchi, former University professor in "Computer science" at La Sapienza and Luiss Guido Carli Ceo and Founder MysteryClient.it. PM for developing web platform for mystery shopping.

Wednesday 14.00 – 14.30 & Thursday 11.40 – 12.40 hrs

"The Changing Face of Financial Services Mystery Shopping"

Andy has worked in financial services mystery shopping for 10 years, a period which has witnessed seismic changes in the industry. These changes - including the focus away from large branch networks towards automation and online banking, the increasingly pervasive role of regulators (particularly in the UK) and the impact of new entrants on pricing strategies - have led to significant changes in the research needs of financial clients, including how they use mystery shopping. Andy's paper will focus on what these changes mean and how agencies can evolve to deal with these new challenges.



Andy Firth (GfK Mystery Shopping) joined GfK's custom research, financial services team in 1998 following graduation from the University of Sheffield. Andy spent the first 9 years of his career in the 'research' side of the business focussing on a range of methodologies including customer satisfaction, market measurement, U&A and qualitative research, before moving to GfK's mystery shopping division in 2007 as Business Development and Insight Director. Andy now heads up the Financial Services and Public Sector team where he leads a group of executives working with a broad range of financial services, governmental and tourism clients. Andy last spoke at the MSPA conference in 2011 where he presented a paper on multi-channel mystery shopping.

Thursday 09.40 – 11.00 hrs

"Rose, Bud, Thorne..."



Jill Spencer is Director, at React UK. She has worked as a mystery shopping service provider at senior level since 2000, having previously earned a strong reputation for expertise in the Customer Experience arena whilst working in varied and challenging roles for blue chip retailers. Over the past 20 years, Jill's core 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 in partnership with, now place customer service at the very top of their boardroom agenda.

Her more recent work focused largely on the engagement and education of frontline workers. By raising the level of understanding that the frontline has - and providing clear leadership and direction relating to individual and team goals - a more engaged work force has evolved, as well as a clear movement from a 'task focused' to 'customer centric' work ethic. Of specific interest at board level, the work also identified clear correlations between higher engagement levels and stronger sales performance across the client organisations that Jill worked with during this study. Jill has written a series of case studies on the value of mystery shopping, including some high profile return on investment work, and has had several articles published on this subject. She has also spoken at conferences throughout the world on the topic of Customer Experience. Jill has worked as a board member of MSPA Europe since 2012, and was appointed Vice President in 2015.



Nigel Cover is a Senior Executive with a wealth of experience with leading Mystery Shop and Customer Experience organisations on a global stage. Nigel has worked as a board member of MSPA Europe since 2007, appointed President in 2011 and Chair of the Global Advisor Committee of MSPA in 2015. His passion is simple, people make the difference in business - their engagement as an employee and experience as a consumer are what makes a brand powerful and successful. With extensive knowledge in the fields of Customer Experience, Customer Insight, Customer Loyalty and Employee Engagement he has a broad and unique perspective to share.

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Thursday 14.00 – 14.30 hrs

“Customer Experience 360° approach”

The basis of the analytics is built on the concept of HOW employee’s mood affects following points at the time when customer service happens:

- Implementation of customer service standards
- The growth of NPS
- The growth of emotional rating
- Earning money by the company
- The increase of the average bill

The examples of successful project delivery will be shown within the case study of Subway company: the upgrade of the existing motivation system, the implementation of the project to the Global Strategy, Big Data usage.



Dmitriy Pavlenko, Head of Scheduling Worldwide by 4Service, Ukraine. Dmitriy used to work as the Country Director for Russian market at 4Service Group for last 3 years. Now Dmitriy is in charge of Business Development in Western and Eastern Europe at Scheduling Worldwide by 4Service. Dmitriy has 6 years experience in one of the most customer service sensitive areas - HoReCa (middle and luxury segment) and has launched more than 10 successful start-ups and media projects. Core competencies: customer loyalty, predictive analytics, e-commerce and native marketing. Speaker of the E-commerce and Hospitality Industry Forum, Retail Community, Customer Experience Forum. In charge of launch of affiliate programs: MasterCard Selective, Mercedes, Malibu, Wrigley, Regatta “Lexus Cup”, Jameson. Earlier, Dmitriy’s projects received an independent recognition of the world-famous travel portal Tripadvisor “Travellers Choice”. Today, Dimitri is launching a new project called GuestTrack by 4Service.

Thursday 14.00 – 14.30 hrs

“Filling in the Gaps – how MultiChoice uses mystery shopping to understand the gaps between customer experience designed and delivered”



Clint Payne, Programme Manager, Customer Experience at MultiChoice. MultiChoice is a video entertainment and internet company with a strong presence in South Africa and across the African continent. MultiChoice provides multi-channel pay-TV and subscriber management services in 48 countries across sub-Saharan Africa and the adjacent Indian Ocean islands.