

ABOUT US

The representative Trade Association dedicated to delivering high quality mystery shopping services

Establishment



Founded in the USA in 1997
Founded by Mark Michelson and Michael Bare

Founded in Europe in 2001
Founded by Veronica Boxberg Karlsson

Activities



1. Establish professional standards and ethics for the industry
2. Educate providers, clients and shoppers to improve quality of service
3. Improve the image of the industry through public relations and conduct
4. Promote members to other industry associations and prospect clients

Purpose



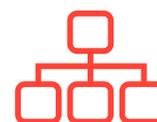
Strengthening the mystery shopping industry throughout the world and improve and stimulate the acceptance, performance, reputation and use of mystery shopping services internationally.

Main goal



Improve overall quality within the industry and to establish an open and transparent operating association with clear Governance rules.

Organization: three chapters



1. MSPA Americas
2. MSPA Europe
3. MSPA Asia Pacific

MEMBERSHIP

450 members worldwide, companies in the field of Customer Experience Measurement

Membership benefits for your company



1. Adherence to the standards of the industry through the signature of code of ethics
2. Training on latest techniques for your executive staff, field team and mystery shoppers
3. Certification of mystery shoppers
4. Latest news about new trends in the industry
5. Training on and tips for how to run a company in the field of Customer Experience Management
6. Worldwide networking with colleagues in the same industry to improve your Key Performance Indicators
7. To benefit from arbitration in case of conflicts with partners
8. To participate in the annual organised MSPA conference together with over 250 delegates from 50 countries
9. Attend MSPA worldwide events and meetings for discounted member fees



Become a member?

Go to www.mspa-eu.org and complete the application form

More information?

Please contact us
contact@mspa-eu.org

Membership benefits in terms of communication and image



1. Acquire quality label: an additional warranty to client & shopper
2. Help your company to be distinguished among competitors
3. Gain visibility on the market through MSPA website

How to become a member - Full Membership Criteria



1. At least two years trading as a mystery shopping provider company
2. A reputation for excellence in operation
3. Agreement to abide by and to apply the MSPA Code of Professional Ethics
4. Agreement to abide by and to apply the MSPA Code of Professional Standards
5. Present a official proof of business existence (i.e. articles of incorporation, insurance records, or business license)

Membership benefits with regard to third parties



1. Benefit from the support of a strong association
2. Defend the interests of the industry