

*For Immediate use - Press Release - November 17<sup>th</sup>, 2020*

## Mind the Gap: Belgian businesses struggle to comply with measures continue to make customers feel Covid-safe

Businesses and customers continue to struggle hard to meet Covid-19 safety protocols and impact safety and sales results. This is the findings of a survey carried out by MSPA Europe/Africa during November 2020.

The survey evaluated the experiences of members of the general public when visiting 79 locations in November from supermarkets, to pharmacists and petrol stations, where open. Based on the principles of Covid-19 transmission prevention, findings were split out into performance on sanitisation, signage, staff and customer social distancing and PPE and Customer Mask wearing. Respondents were asked about their resultant feeling of safety and likelihood to return to the places they visited.

The findings show mixed levels of compliance to government guidelines with a potential health impact and a definitive impact on consumer confidence and advocacy levels.

Despite good scores in some areas **nearly a quarter of staff failed to adhere to social distancing guidelines and one fifth of locations had poor cases customer distancing.** Customers and staff were frequently found to be ignoring safety measures and businesses need to consider what to do to enforce these where they can, signage is not always enough.

There is essential behaviour which needs encouraging from both a frontline employee and a customer perspective.

Stefaan Vandroogenboeck, President of MSPA Europe/Africa commented: "All these measures are directly within in the control of businesses and customers so efforts must be maintained to ensure customers feel safe in their locations. This can only be achieved by training those in the frontline and regularly monitoring every location. Safety is still the number one customer priority for the foreseeable future, and companies that keep this at the forefront of their operation will weather this storm".

For more information about the survey, visit our website at [www.mspa-ea.org](http://www.mspa-ea.org)

Ends.

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MYSTERY SHOPPING PROFESSIONALS ASSOCIATION

The MSPA is the representative Trade Association for companies participating in the Mystery Shopping industry. The Association operates on a regional basis and has over 500 member companies worldwide. Member companies unite as a common body for the purpose of strengthening the Mystery Shopping industry through combined efforts and actions. Mystery Shopping is used by organisations all over the world to monitor business performance at the point of customer contact, improve areas of weakness and recognise areas of strength.

The survey above operated from 26<sup>th</sup> October to 13<sup>th</sup> November 2020 and achieved representative samples in 15 international markets.

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