

For Immediate use - Press Release - November 16th, 2020

Mind The Gap: Italian businesses continue to improve, helping to make customers feel Covid-safe

Businesses and customers continue to work 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 532 locations in November ranging from fashion & general retail stores, supermarkets, car dealers and fast food to dining establishments, 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. In the second phase we added customer mask wearing as this now is recommended. Respondents were asked about their resultant feeling of safety and likelihood to return to the places they visited.

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

Despite good scores in all areas **nearly 1 in 6 customers failed to adhere to social distancing guidelines.** Customers 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 positive behaviour which is 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

Ends.

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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 26th October to 11th November 2020, and achieved representative samples in 15 international markets.

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