

MSPA® EUROPE/AFRICA

MYSTERY SHOPPING PROFESSIONALS ASSOCIATION



25th MSPA Europe/Africa conference

DO BEST WHAT MATTERS MOST

For our clients, our people and ourselves

21- 23 May 2024

ST. RAPHAEL RESORT & MARINA, LIMASSOL, CYPRUS



CONFERENCE SPEAKERS



Wednesday May 22nd - 09.00 – 09.30 hrs (main stage)

Kick-off – DOING BEST WHAT MATTERS MOST

Václav Šojdel is President of MSPA Europe/Africa, Vice-Chair MSPA Global and Country Manager at Market Vision. Václav works as Country Manager at Market Vision Czech Republic. Market Vision is a research agency that closely focuses on Mystery Shopping, Customer and Competitive Intelligence. He is a graduate economist. His passion for research first appeared during his studies at the university, when he began to devote himself to large-scale domestic and international projects in the field of competitive telecommunication intelligence, working mainly for T-Mobile. In the area of Mystery Shopping, Václav has been specializing in automotive and telecommunication sector, where he acquired extensive knowledge. His great interest, in favor of the maximum satisfaction of clients, is, in particular, to fully utilize the potential of audio or video recordings, especially for subsequent individual training or coaching of employees. Another area that he is constantly developing for his clients is the use of Mystery Shopping for price, competitive and benchmark sector analysis. About his career relationship with Mystery Shopping and Customer Experience he sometimes says: „Who else should be involved in Mystery Shopping industry than anybody from „Check“, sorry Czech Republic“.



Wednesday May 22nd / Thursday May 23rd

Jill and Andy introduce a range of speakers, interacting with the audience and asking questions to learn more!

Jill Spencer - Jill is Director of Insight, at Proinsight Mystery Shopping.

Andrew Firth – Andy is Head of Insights and Analytics of Ipsos UK Ltd.



Wednesday May 22nd - 09.40 – 10.10 hrs (main stage)

GuidelineGuard: Guiding Excellence in Petroleum Retail

We are delighted to be joined on stage by a local MSPA Member, Lysandros Hadjilambrou, CEO of Conread Research and his client Michalis Heraklides who is the Retail Sales Manager of EKO CYPRUS LIMITED, part of the Hellenic Petroleum Group.

Lysandros and Michalis will lead us in understanding Cyprus, with a local perspective on customer experience excellence, and how their work together forms a leading part of an integrated multi-market programme for Hellenic Petroleum. The journey starts with developing relevant and locally adopted Comprehensive Evaluation Criteria - ensuring that Mystery Shoppers focus on key areas of importance. Implementing Training Programmes that provide comprehensive training to Mystery Shoppers to familiarise them with the company's guidelines, expectations, and evaluation criteria. Showing how to Ensure Consistency in the process by scheduling visits at regular intervals across different locations and times to capture a representative sample of customer interactions. Analyse Feedback Effectively: to identify patterns, areas of improvement, and instances of non-compliance with guidelines. Take Action: Use the insights gained to implement corrective action, provide targeted training, and reinforce adherence to guidelines among employees.

And most importantly to Monitor and Adjust: Continuously monitor the effectiveness of the programme, make adjustments as needed, and evolve guidelines based on changing business needs and customer expectations.



Lysandros Hadjilambrou, CEO of Conread Research. Lysandros brings 27 years of experience with Conread Research. As a founder of the company, he currently serves as a CEO and manages many of the company's key accounts. His extensive experience makes him ideally placed to consult clients on their innovative research programmes. He has designed and coordinated many Global market research studies in more than 60 countries. A selection of his experience includes Al Futtaim Automotive, Deutsche Post, DHL Express, DHL e-Commerce, Hellenic Petroleum. His expertise is in designing new methodologies using innovative technologies to bring maximum output for clients.

Lysandros has lived and worked in number of countries in Middle East & Europe and holds an MBA from Alexander College and a Degree from the University of Arts, London

Michalis Heraklides, Retail Sales Manager of EKO CYPRUS LIMITED, part of the Hellenic Petroleum Group.

DO BEST WHAT MATTERS MOST



Wednesday May 22nd – 10:10 – 10:30 hrs (main stage)

Driving Better Customer Experience | The evolution of the Irish Motor Industry, and our role in its success.

Since 2007, Niamh has worked with most of the motor brands in Ireland, delivering their national and international mystery shopping programmes. As the motor industry has evolved, so too has how we measure the customer experience. The way we buy cars has changed - from repeat customers always buying at their local dealer, to completely online purchases with no in-person interaction. Drawing on over 15 years of experience, Niamh will demonstrate, by using real cases, how the market has evolved and where the future lies for our services in this ever changing and valuable market.

Niamh McCarron is Operations Director of PAN Research Ltd in Ireland. Since 2007, Niamh has worked with most of the motor brands in Ireland, delivering their national and international mystery shopping programmes. As the motor industry has evolved, so too has how we measure the customer experience. The way we buy cars has changed - from repeat customers always buying at their local dealer, to completely online purchases with no in-person interaction. Drawing on over 15 years of experience, Niamh will demonstrate, by using real cases, how the market has evolved and where the future lies for our services in this ever changing and valuable market.

Wednesday May 22nd – 11.15 – 11.35 hrs (main stage)

Bringing Beauty to Retail – What Matters Most

Veronica will show how BVA Doxa have worked with an innovative client to move fast and define the behaviours that bring their brand to life at the point of customer contact. Embedding what matters most to their customers and making that part of the brand promise. The Mystery Shopping programme becomes the perfect foundation that gives all the ingredients that assure retail excellence, identifying the means to differentiate and enhance the customer experience.

Looking at data coming from the global programme from a behavioural point of view, Veronica will show how Mystery Shopping effectively help companies select the behavioural changes that impact most on the feelings of customers during the brand experience. These positive feelings create the emotional bonds that last forever.

Veronica Perico is Senior Researcher of BVA Doxa in Italy. BVA Doxa were the first Italian company to join MSPA in 2006, as a leading company in Customer Experience. Part of the BVA group since 2020, they are a pioneer in the application of behavioral sciences to mystery shopping. Veronica is a passionate sociologist fascinated by consumers and has been working in BVA Doxa since 2011. She has a love for the mix of data analysis and insight generation, turning data into insight to drive action. In recent years Veronica has been focusing on customer experience and behavioural sciences - a fascinating blend of measuring actions and behaviours that create emotions, feelings that result in world-class customer experiences.

Wednesday May 22nd – 11.45 – 12.05 hrs (main stage)

Is “World Class CX” really the answer?

There is more to life than a smile and a recommendation 😊👍

Have we become so obsessed with the term “CX” and the misconception that this relates to service that we have forgotten what “Customer Experience” really refers to, and taking that into account, how do we make sure that we do best what matters most for our clients? To do so we have to understand and measure all that makes up a world class experience, it is more than a two-letter abbreviation, more than just lip service - more like a full-service offer.

James explores all the factors that drive experience – from the promises through product availability, price and of course the people that deliver in the frontline. These and many more are the subject of measurement to ensure that our clients know when, where and how to do best what matters most.

James Keleher is Managing Director of ESA Retail in the United Kingdom. James spent his early career on the front line of customer service, working in various customer facing roles within the leisure industry, before moving into a marketing role supporting multiple sites across the UK. He then spent 15 years working agency side, delivering training, merchandising and sales solutions to support activation and sell out for brands in the technology retail sector. James joined ESA in 2018 and in his role as MD, is responsible for the strategic development of the business, service delivery, client satisfaction and the welfare and motivation of the ESA team.

Build Relevance And Authenticity For Our Services

Make The Most Of The Opportunities We Have

Address The Challenges We Face



Connect, Learn and Share with MSPA



Thursday May 23rd – 09.40 – 10.05 hrs (main stage)

Establishing a resilient team – Building Bridges to GenZ

The effectiveness of our business and that of our clients is under threat, not from outside but from within... Our own recurring opportunity is to break down the barriers that hinder us doing best what matters most. Silos, chiefdoms and culture; economics, conflict and technology; language, style and attitudes to work/life. All these challenge our own path to success from within. Alex helps us understand the priorities, with experience from within his Mystery Shopping and Marketing business and as a leading light within AIESEC International – the largest worldwide youth organisation with a seat at the United Nations – Alex will help us bridge the gap to Gen-Z, seeing our world through their eyes.

Alexander Tichy is Managing Director of the RADIX Group in Austria and Past Global President AIESEC Alumni International, The World. Success in business followed with the creation of his communication consulting company RADIX embracing three fields of business: Market Research, Digital Advertising and PR. Being a long-term member of MSPA Europe/Africa RADIX has been an Elite Member from the award introduction, striving for excellence. Since 1994 Alexander has been active member of AIESEC on local, national and international level. As Past Global President of AIESEC Alumni International, Alex has seen the Global Alumni Community grow to one million Alumni. Hobbies that do keep Alexander healthy: Music (Clarinet and Saxophone), Sports (Fitness Coach) and Single Malt.



Thursday May 23rd - 10.05 – 10.30 hrs (main stage)

The Real Africa - Growing global brands, dynamic local creativity, diverse communities

Ronelle and our colleagues in Africa will provide us with a real insight into the sophisticated and growing markets that make up the continent. Doing Best What Matters Most means so much more in a continent of contrast and complexity. Understanding the opportunities to partner with African members and fulfil the expectations of global brands requires a step back to understand and a big leap forward to make the most for the best. Ronelle will give us the important do's and don'ts on her list – sharing successes and learning points along the way.

Ronelle Janse Van Rensburg is Joint Managing Director of Helion Research in South Africa. Ronelle has been involved in Mystery Shopping since 1997. She is currently joint Managing Director of Helion Research Africa, which she co-founded in 2014. With a passion for Africa, the Helion focus on multi-country research has resonated well with Ronelle. Today Helion conducts research programmes in 46 countries on the African continent. Ronelle is committed to making a difference. Ronelle is passionate about upliftment – striving to make a positive impact in her community and beyond. Not only is she a business leader, mother, and mentor, she is also actively involved with several organizations focused on Women Empowerment and Small business upliftment in Africa.



Thursday May 23rd – 11:15 – 11:40 (main stage)

Beneath the Layers: The Secret to Sustainable Business Growth

Born out of serendipity, Bhairavi and her team have built an enviable and impressive business brand with ONION INSIGHTS. As ELITE members of the MSPA-EA and members of MSPA-AP for 15 years, they have not only made their mark in the Indian Subcontinent but has also established a distinctive presence in the APAC, ME, and EU regions. Upholding and living their Business Values keeps them on a steady and sustainable growth trajectory year on year. Even with an ascending orbit, you won't see them advertise, cold call, or mailshot – it's all organic!

Bhairavi and Aditya will unravel their secret to sustainable growth. It begins with defining and living your Business Values, recognising these values in action, building an enduring reputation with clients and employees, focusing on retention and growth, and fostering referrals. Take a leaf out of their playbook and discover how to transform your clients into your most effective sales force and your employees into top-notch recruiters! Build a lasting Reputation with clients and employees...Focus on Retention and Growth before Acquisition and build...Referrals. Learn how to make your clients become your best sales force and your employees the best recruiters.



Bhairavi Sagar is Founder and Director of Onion Insights Pvt. Ltd in India. Bhairavi has an extensive 20-year tenure in the Global Mystery Shopping industry. She has an unmatched passion for her organisation and her work, embodying the highest ethical standards combined with a firm belief in the mantra of 'making things happen. Bhairavi's constant forward-thinking attitude ensures that no summit is too steep for her organisation and her team. An avid traveller with more than 55 countries under her belt, in her free time, Bhairavi indulges in pampering her 5 dogs, showcases a creative flair for curating spaces with a keen eye for design, and frequently embarks on spontaneous solo travels.

Aditya Singh Rathore is Vice President - Operations and Analytics of Onion Insights Pvt. Ltd. in India. Aditya is a third generation die-hard cavalier from India, commissioned in the 8th Light Cavalry. Leading from the cupola of his tank, his military career spanning over 22 years is credited with important appointments at the Indian Army Headquarters, instructional tenures, intelligence operations and serving in hostile combat zones. His years in uniform have equipped him with an analytical mindset, a strong perspective on organisation dynamics and a sharp foresight for meticulous planning. These valuable skills are at the forefront as he leads Operations and Analytics at Onion Insights.

Your Professional Association



Thursday May 23rd - 11:40 - 12:00 hrs (main stage)

Emotional Analytics: Decoding the Real Language of Customer Satisfaction

Marilyn will explore how the interaction between colleagues on the frontline and customers is connected, symbiotic and not to be underestimated. Happy staff do not always make happy customers, often unhappy customers make unhappy staff! This link is more often misunderstood. See how Marilyn explores how changing the mood can change the game.

Marilyn Uleksin is Country Manager of the Dive Group in Estonia. Introducing Marilyn, the dynamic force behind Dive's mystery shopping adventures in Estonia! With two decades of customer service expertise under her belt, Marilyn has a knack for turning everyday interactions into unforgettable experiences. When Marilyn isn't busy at work, you can find her spreading enthusiasm and laughter wherever she goes. Whether she's charming clients or wowing colleagues with her customer service prowess, Marilyn brings a dash of fun to everything she does. So, if you're ready to dive into a world where business meets pleasure, Marilyn is your go-to guide.

Thursday May 23rd - 14.05 – 14.25 (main stage)

AI 101 – The Ascent of Artificial Intelligence – from Concept to Reality

Every change starts out looking like a revolution – turning upside down our preconceived concepts and disrupting our lives. But In our world, AI is seen by many as a long and eagerly awaited truth – an evolution or ascent from a primitive beginning to a sophisticated current-day reality. Nabil has followed this journey with an interested and most recently intensive focus. He will help us all understand the answers to key questions – Who, What, How, Why, When, and Where AI can help us all evolve to a better solution for ourselves and our customers.

Nabil Rizkallah is Managing Director of G.W.R Consulting in UAE-Lebanon-Egypt-Portugal. Nabil, a psychologist by training, founded GWR Consulting in 2005. With a dedication to quality control and customer experience research, he has led GWR to become the region's leader, with operations in 16 countries. A life long learner, having completed courses in ESA and INSEAD. Nabil was the advisor to the Ministry of Labor and the International Labour Organization in 2020/2021. He was a member of both the National COVID-19 Committee and the National Executive Vaccine Committee, where he helped develop strategies to mitigate the pandemic's economic effects. Recently, he was elected Vice-President of the MSPA Asia Pacific in 2022, a role he took on after serving as a Board Director since 2018.

Thursday May 23rd - 14.25 – 14.45 (main stage)

Street-Smart AI Strategies - Transforming Business, Empowering People.

Cris will explore how Artificial Intelligence, combined with Human Intelligence, reshapes customer and employee experiences - fostering productivity, reducing stress, and unlocking creative potential. Learn the strategic importance of upskilling teams to harness AI's power for enhanced profitability and meaningful work. Join Cris in emphasising the human side of business, where major decisions rest with people and AI becomes a complementary force for the greater good. Real-world case studies show the tangible benefits of street-smart AI, leading the way for business and society to thrive.

Cristiani Oliveira is Past MSPA EA President and CX Consultant in Portugal.

Cris has a career that spans over 20 years of experience in Mystery Shopping, Market Research and Business Consulting. She was a President of MSPA Europe Africa and served in the Board for 15 years. Cris is an active member of The Woman in Tech Community at the WebSummit and DSPA. She has managed a consulting business Since 2022 called the Lab Experience. Her work includes collaboration with many international organisations - in 2023 alone her expertise reached clients in 15 different countries on 4 continents. These include her work with the International Customer Experience Institute and Research Metrics with the launch of the CX Channel. Most recently Cris has spent her time involved in digital transformation and Generative AI, including the latest course on the Ethics of AI from the University of Helsinki.

Thursday May 23rd - 14.45 – 15.05 (main stage)

(R)evolution – The future for Real, Intelligent, Actionable Insight

Our speaker programme closes with one of our most active members. Yves has a background in CX, MS and AI and Music! – with all those initials to his name he ends with a resounding soundtrack that combines the best and dismisses the worst of each. He believes Mystery Shopping has and will continue to evolve. From just gathering data, we moved on to providing actionable insights. Now, more than ever we need to create actionability to achieve a lasting impact and stay relevant for our clients. As Artificial Intelligence becomes more important, we should continuously ask ourselves how we can make it better for our clients. Our survival as agencies depends on it. See his vision for our future – and take a moment to form your own.

Yves Van Dorsseleer is Managing Director of excap in Belgium. Yves has been working in market research for about 25 years. After working in various roles for TNS (Kantar), INRA (Ipsos) & GfK, he joined excap in 2018. He's an enthusiastic supporter of customer experience, proud father of two lovely kids, husband to a fantastic wife and lead guitarist of the rockband Morpheus.

