



## Acquisition Sees Two MSPA Elite Members Join Forces!



Proinsight Research Ltd, one of the UK's most dynamic and fastest growing mystery customer service businesses has added weight to its proposition with the acquisition of customer experience measurement and market research specialist, ReactCX.

Founded by Nicky Barrell, React has been providing mystery shopping and CX consultancy services in the UK and across the globe since 1995. During this time, the company has developed a reputation as a provider of high-quality data outputs which drive revenue gains for their clients. In terms of the deal, the entire ReactCX team, including Director Jill Spencer, plus ReactCX's impressive client portfolio, will transition over and become an integrated part of the Proactive proposition.

Jill Spencer, Past-President of MSPA Europe/Africa and Past Chair of MSPA Global, says: "React has been a high-profile member of MSPA for over 20 years, with board representation for the last 15 years. Proinsight is rapidly enhancing its reputation as one of the largest and most respected mystery shopping providers in the UK, with a key objective of further extending its reach into the global market as we move into 2023. The acquisition of ReactCX by fellow Elite member Proinsight unlocks growth and development opportunities beyond what would otherwise be possible."

Proinsight was founded in 2014 by Managing Director, David Hopkins, in response to a market need within the leisure sector for more robust customer insight and experience measurement. Since then, the brand has established a respected presence in several sectors including leisure, hospitality, retail and entertainment, employing a team of 15 and managing a network of more than 40,000 mystery shoppers located throughout the UK.

"The expertise of Jill and the team complement our current skill sets, whilst ReactCX's established presence in the market enables us to strengthen our position as one of the leading mystery customer experience brands in the UK," says David Hopkins. "Our growth and success to date can largely be accredited to the expertise, commitment and sheer passion of our team. Welcoming Jill and the wider ReactCX team to join us on our onward journey allows us to drive growth and development opportunities to create secure and sustainable growth for the benefit of our clients, our team and our company."

For more information about Proinsight, visit: <https://www.proinsight.org>