



Wednesday May 22nd - 09.30 – 09.45 hrs
Kickoff & Welcome MSPA Europe/Africa

Jill Spencer is Associate Director at ReactCX. She has worked as a mystery shopping service provider at senior level since 2000, having previously earned a strong reputation for expertise in the Customer Experience arena whilst working in varied and challenging roles for blue chip retailers. Over the past 20 years, Jill's core objective has been to raise the profile of customer service in business. It is a testament to her passion and commitment for the subject that the companies Jill has worked for, and in partnership with, now place customer service at the very top of their boardroom agenda. Her more recent work focused largely on the engagement and education of frontline workers. By raising the level of understanding that the frontline has – and providing clear leadership and direction relating to individual and team goals – a more engaged work force has evolved, as well as a clear movement from a 'task focused' to 'customer centric' work ethic. Of specific interest at board level, the work also identified clear correlations between higher engagement levels and stronger sales performance across the client organisations that Jill worked with during this study. Jill has written a series of case studies on the value of mystery shopping, including some high profile return on investment work, and has had several articles published on this subject. She has also spoken at conferences throughout the world on the topic of Customer Experience. Jill has worked as a board member of MSPA Europe/Africa since 2012, and was appointed President in 2017.

Away from work, Jill has a passion for sports and travel, and her Fantasy Football prowess is legendary!



Wednesday May 22nd - 10.20 – 10.45 hrs
"Mystery Guest – Vacation or Work!" Client Case Study in the Tourism Sector from HERAKLEA and AMINESS HOTELS & CAMPSITES

Zeljka and Nikica will demonstrate how a successful partnership can deliver real results in Mystery Shopping. What the challenges are in the tourism sector and how to overcome them to deliver great results! Flexibility and Agility are essential... Here is what to look out for!

- Mystery shopping in tourism – how it works
- Understanding Client requirements
- Overcoming Challenges
- The Client perspective
- Results and Visible improvements



Zeljka Joinovic before joining Heraklea, Zeljka worked in retail and contact centre sectors where she was in direct contact with customers and where she gained her first experiences of what service quality really meant. Zeljka joined the Heraklea team in 2007, initially as Assistant Project Manager, and then Project Manager. Her responsibilities are project management, analysis of results and reporting. During her 11 years of work she has successfully led over 200 mystery shopping projects, mostly specialising in the financial services industry and tourism. During her work in Heraklea, she has dedicated much of her time to a series of training seminars related to sales skills, quality of service as well as personal development

Nikica Supek; Aminess Hotels & Campsites



Wednesday May 22nd - 11.30 – 12.30 hrs & Thursday May 23rd - 11:40 - 12:40 hrs
"INTERdigitalACTION: Harvesting Experiential Insight in Realtime, straight from the 'mystery shoppers' mouth... empowering our understanding of the customer experience." – break-out session

- What creates that 'certain special something' which evolves in to an awesome customer experience?
- Our team of mystery shoppers contribute to capture in-the-moment experiences and behaviours that help us further understand the heartland of customer satisfaction.
- Via a... Digital Qualitative tool that offers national and multi country coverage | with PC and mobile App capabilities.
- Our team can post comments and pictures, vlog and react on a live feed, just like on social media - when in the customer service environment. We shed light on the details that matter most, digitally feeding in and interacting with qualitative researchers in real time.

Stephanie Damas Director of Qualitative Research at Global Link Research International. With 30 years of experience in brand handling and development, Stephanie is the team's expert in driving brand success. Owning extensive experience with corporate equity, product concept and communication tests, market segmentation and the youth market, canvassing brand strategy and growth for national and global clients. Example sectors of expertise (off and online) are FMCG, retail, food and beverages chains, telecoms, health and banking.



Wednesday May 22nd - 11.30 – 12.30 hrs & Thursday May 23rd - 11:40 - 12:40 hrs
"Agile CRM | Measuring Client Value" – break-out session

We're all under pressure to maintain and grow client relationships from contract to contract, but have you ever stopped for a moment to objectively consider the absolute value of each of your clients? Which clients are worthy of CRM investment, and which ones are dragging you down?

- Apply Value Criteria Model to develop client-value benchmarks,
- Construct a Relationship Balance Sheet to measure and evaluate client significance to your business,
- Create CRM Action Plans to ensure the most valuable clients are receiving the right level of attention.

The session is an exercise-based CRM workout (don't worry, mental workout only) using a unique and systematic approach to measure the true value of your clients. Guaranteed to make you want to rush home and repeat this exercise with your sales teams. Well, perhaps enjoy Croatia first, then rush home

Keira Mackenzie-Smith Keira Mackenzie-Smith is a Hong Kong-based entrepreneur leading the dynamic team at Learning Curve. Learning Curve partners with service industry clients to create tailored programs in mystery shopping, consumer research and management training. Keira's enthusiasm and inspiring energy for the service industry drives her to make exceptional service a standard, not just a desire. Learning Curve had its beginnings in Australia in 2005 before moving HQ to Hong Kong in 2010. Learning Curve is a proud member of MSPA Europe Africa and member and former Board Director of MSPA Asia Pacific.



Wednesday May 22nd - 11.30 – 12.30 hrs & Thursday May 23rd - 11:40 - 12:40 hrs
Put a Prize on Quality "How to create a better profile and new business opportunities by diversifying into new channels and sectors" – break-out session

With today's e-commerce, an increasing number of clients are establishing large multi-channel contact centres to meet the increasing demands on consumers at all stages of the buying and service journey. SeeYou are now one of the leading Mystery Shopping Providers in the Nordic countries and have built an enviable reputation measuring contact centre quality.

But how did they manage to diversify into the contact centre channel with agility and credibility in a competitive market? It started in 2007 with a competition between 40 call centres. Today SeeYou measure 150 call centres in 18 sectors, identifying and celebrating the best call centre in Norway and benchmarking within each sector. A nationally recognised benchmark gives SeeYou profile, business opportunity and important diversity to their business – find out how this could work for you.

Reidar Skorpen is the GM at SeeYou in Norway and has worked in the company since 2007. Before that, he spent 15 years at Nike Norway/Nordics as a Marketing Mgr. I have always been very interested in customer experience and the customer journey, and given the opportunity to work at SeeYou has given me a deep insight on this topic over the last 12 years. SeeYou is doing a lot of different customer surveys in the Norwegian market and we have established the company as a well known quality supplier of customer insight surveys. One direction of this has been call centers, where we through the yearly Customer Service Price has positioned the company as a important contributor to establish standards and increase the level of service.



Wednesday May 22nd - 11.30 – 12.30 hrs
"The Future of Learning and How to Benefit as a Mystery Shop Provider" – break-out session

We are all constantly challenged by the need to educate our colleagues, evaluators, clients and their employees, but have limited resources and even less engagement. How do we get heard? Guy shares the winning techniques behind using microlearning to:

- Add to your client proposition by helping them educate their frontline and measure and improve performance
- Improve shopper quality and avoid those annoying repetitive mistakes that cost you reputation and money.
- Recruit and grow the right calibre of employees and evaluators.

Guy Van Neck, VP Europe at BARE International, and Founder of microlearning spinoff MobieTrain, Guy helps leading international brands to drive exceptional customer experience. An experienced retail strategist with an MBA from Chicago Booth, Guy drives change in the retail and L&D sectors through technology, knowledge and deeper customer insights.



Wednesday May 22nd - 14.00 – 14.25 hrs

“Keeping Your Business Agile within an International Environment” - Combining Cultural Diversity, Omni-Channel Customer Journey and creating your own specific business model

- How to handle National and Cultural Diversity:
By embracing different cultures and business habits, international markets can directly learn from each other and get to next level.
- How Multiple channels can be combined into one Omnichannel proposition
Developing your business by offering your clients an Omnichannel customer experience that will strengthen your position.
- Raising the complexity of your Business model by thinking outside of the box
By better understanding your clients' needs in a hybrid online/offline world you will see extra potential for your service to expand.

Alexander Tichy, Managing Director at the Radix Group. After having enjoyed highschool education with a humanistic focus Alexander Tichy (DOB 21071972) continued his education at Business University Vienna with a major in Personnel Management. During 1991 the first Mystery Shopping Study for Moto Kawasaki has been conducted as practical part during his Bachelor studies. Same time Alexander had first contact with AIESEC the world's largest student organization which shall have a significant impact on the Alexander's further development. Both in Private and in Business. Midst of the 90ties the first company has been founded and during 2002 with a merger RADIX has been established. Being a communication consulting company RADIX embraces three fields of business: Market Research, Digital Advertising and PR. Being a long term member of MSPA Europe/Africa RADIX has been Elite Member since the programs start, striving for excellence. Since 1994 Alexander has been active member of AIESEC on local, national and international level. This was kick start and business enabler for RADIX going international. Since 2016 Alexander is Global President of AIESEC Alumni International, embracing a member base of close to one million Alumni.



Thursday May 23rd - 09.30 – 10.20 hrs

“The Pricing Paradox - How to Keep Your Pricing Agile and Profitable”

- Interactive session simulating real-life pricing challenges
- How to stay strong with radically changing client requirements
- The hidden pricing traps
- Undiscovered pricing opportunities

Steven Di Pietro founded Service Integrity Mystery Shopping 15 years ago after a career in Merchant Banking. He has been an active participant on MSPA Boards for many years and also authored the book Mystery Shopping Mastery. He now runs Mystery Shopping businesses in Australia and Asia/Pacific



Thursday May 23rd - 10.20 – 11.00 (main stage)

Thursday May 23rd - 11:40 - 12:40 hrs (break-out session)

“Get a Grip on Your Business”

- Why most small businesses fail and how to strengthen the business for maximum grip, more profit and more fun.
- REAL + SIMPLE = RESULTS
- GET EVERYTHING YOU WANT FROM YOUR BUSINESS WITH EOS
- Context: “The River”, The Discovery, The EOS Model, The EOS Tools, Our Proven Process, Next Steps & Conclude

Chris Goldmann is passionate about helping business owners and entrepreneurial teams achieve what they want from their businesses. He is a professional EOS Implementer operating in Europe and Africa. (EOS: Entrepreneurial Operating System) After resigning from the South African Air Force, having served 15 years as a helicopter pilot. Chris joined the family business. He worked his way through most of the positions in the operations side of the business. Taking over the helm in 2007 when his father passed away. He has an intimate understanding of the frustrations that are associated with business ownership. He became a professional EOS implementer in 2014 after having attended the required training course in the USA. Chris now works with leadership teams and business owners. Helping businesses owners and leaders become more “healthy” has become his passion. It's “why” Chris gets up every day.

“The Effective range of an excuse is exactly zero meters - EOS® is about getting stuff done, no excuses!”

Alexander Celie's passion is helping people get what they want from their businesses. To fulfill that passion, Alexander uses the Entrepreneurial Operating System (EOS)® That was created by Gino Wickman. EOS is a holistic system that, when implemented in an organization helps leaders run a better business, get better control, have a better life balance and gain more traction; with the entire organization advancing together as a healthy functional and cohesive team. Alexander spends most of his time “hands-on” with leadership teams of entrepreneurial companies to help them fully implement EOS in their organizations. He is a certified EOS implementer based in the Netherlands and founder of 10XWorldwide, an organization focused on helping entrepreneurs grow 10X.

“Build a great foundation with EOS® so you Simplify your business before you Multiply!”



Thursday May 23rd - 14.00 – 14.25

“How Mystery Shopping and Customer Experience makes Peugeot more Agile”

Lada, Bernarda and Dominik will show you how PSA have changed their business rapidly and productively by using Mystery Shopping and other research methods to demonstrate a real return on investment. The session will cover:

- Methodology and Project Scope
- Insight and the of results of cooperation
- Benefits of combining research methods



Lada Botica, Quality & Customer Care Department, Peugeot & Citroen. For over 24 years I work for International corporations whose focus is to raise the quality of services and products. The last 20 years in automotive industry, 17 for PSA group and 3 in Emil Frey group. Through the years the business faced many crises, mergings and fluctuations due to Market conditions but nevertheless the quality had to remain same, if not better. Customers are more and more demanding and aware of their rights. My goal, with collaboration of B2B partners, is to provide the quality of services, to maintain the ranking in the top 10 Brands.

With the help of standards and Mystery Shopping we can define the weak points and strengthen the areas to improve. The basis is in communication with customers and dealers with the help of the tools like Mystery shopping which gives us the exact situation.

I also handle customers claims, the most stressfull and demanding position. Nowadays with all social media (FB, Instagram, Twitter, etc...) fast reaction is required to avoid negative publicity. The Brands that I handle are Peugeot, Citroen and DS.



Bernarda Blazek, Director at MSA Adria d.o.o.. I am currently working on the position of director of MSA Adria in Croatia. I am hard-working, independent and passionate about solving problems and finding creative solutions; worked in field of project coordination, project management and customer service. Over the past few years I had the opportunity to work on many challenging projects. I was involved in the entire project process from setting up the client's goals and ideas to finding smart methodological and analytical solutions. Sometimes you have to be very creative to achieve the goal required by the customer. This type of work is quite challenging because the success of the project depends on many factors, but a sense of satisfaction at the end of well done project is remarkable. That feeling always gives me the energy and motivation for the next challenges.

Dominik Tepes Rafja, Marketing Specialist MSA Adria do.o.o. I am a results-focused digital marketing enthusiast who was involved in many different online projects with an understanding of the role of digital channels in building brand awareness and garnering positive media publicity. My passion is finding new and creative ways to raise awareness for market research importance. Currently, I am working for MSA Adria as a marketing specialist, assisting in project management and data analysis through interactive reports. With using interactive reports I am trying to point the benefits of the proper interpretation of results and how to completely use it. I am proficient in copywriting and design making in innovative ways. Skilled at creating campaigns centered around clients education on product and service use, through confidence in using research and analysis to understand how trends, consumer requirements, competitors, and a seasonal market can affect on business. My goal is to develop a strategy for using all channels for customer satisfaction research which is the foundation for any market research method and business strategy in all industries.



Thursday May 23rd - 14.25 – 15.00

“Measuring for Design – How a Combination of Measurement Tools can Inform Service Design.”

To understand how local customs, cultural norms and personal circumstance influence our customers' needs, and what they expect of us, we studied a single experience across multiple countries in urban and rural settings. We wanted to know – “is service in rural East Africa, the same as service in urban South Africa?” We deployed 275 urban and rural shoppers in 6 countries across Africa to test and record the real customer experience. To enrich their findings, we polled customers on their expectations and needs. Using the same technique, we investigated how customer needs and expectations could vary by customer segment (or persona) in a single country or territory – is service for a connected millennial the same as service for a tech phobic pensioner? The ability to answer these kinds of questions is at the heart of customer lead service

Clint Payne, Programme Manager, Customer Experience at MultiChoice. MultiChoice is a video entertainment and internet company with a strong presence in South Africa and across the African continent. MultiChoice provides multi-channel pay-TV and subscriber management services in 48 countries across sub-Saharan Africa and the adjacent Indian Ocean islands.