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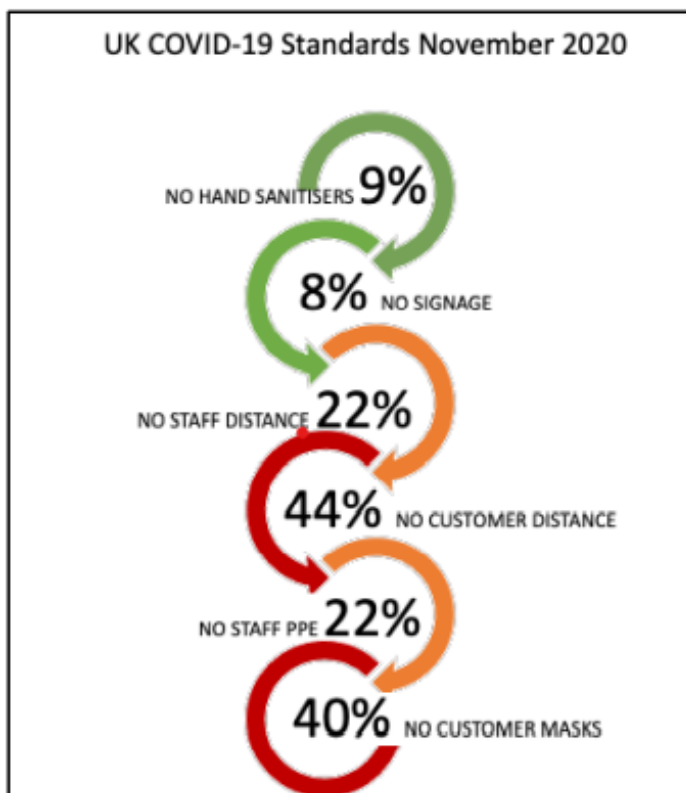
Mind the Gap – MSPA report highlights retail shortcomings

Why being Covid-compliant is essential to bringing customers back with confidence

16 NOVEMBER – UK retailers are failing to comply with government Covid-19 guidelines and negatively impacting consumer confidence and advocacy, a new report from the Mystery Shopping Professionals Association (MSPA), of which Yomdel is a member, has found.

The survey, which was carried out in July and November, evaluated ordinary shopper experiences across a variety of locations and retail outlets ranging from fashion and general retail stores, supermarkets, car dealers and fast food restaurants. They visited 3,200 locations in July and more than 2,000 in November.

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 customer mask wearing was added. Respondents were asked about their resultant feeling of safety and likelihood to return to the places they visited.



The report said there was no real change on figures between July and November in the UK, and behaviour remained unchanged from both a frontline employee and a customer perspective.

“The findings show obvious gaps in compliance to government guidelines with a potential health impact and a definite impact on consumer confidence and advocacy levels,” the MSPA said.

“When all the safety protocols are in place, the customer’s ‘likely to recommend’ rate was at 9.2 out of 10. However, when they are not this figure declines markedly to 3.7, showing just how much customers value these safety measures,” it

added.

Gina Mayhead, Head of Insight Services at Yomdel, commented: “These results demonstrate the importance of measuring how well your staff and your business are adhering to government guidelines to deliver a safe and reassuring customer experience.

“There is a clear link between consumer perceptions of safety and their willingness to visit your premises and recommend you to others. Ensure training is in place to make these behaviours second nature for your staff and to demonstrate best practice to your customers.”

Although retailers are doing well on supplying relevant signage and hand sanitisers, there is still a 22% worrying non-compliance amongst staff in terms of social distancing and the wearing of appropriate PPE. This has a clear negative impact on consumer confidence when out and about accessing shops and services, the likelihood of them returning, or recommending to others.

Even more worrying is the 40% of customers who fail to wear a mask consistently in retail environments or adhere to social distancing guidelines. Whilst retailers are not directly responsible for the behaviour of their customers, these findings would suggest larger retailers could deploy more staff and procedures to encourage appropriate behaviours more strongly.

The full MSPA report can be found here:

[MSPA EA Snapshot Survey Summary Report - UK - dd12112020.pdf](#)

https://www.mspa-ea.org/en_GB/news/newsitem/119-mind-the-gap-part-2-businesses-continue-to-miss-the-mark-on-covid-19-as-lockdowns-continue.html

Contact:

Gina Mayhead

Head of Insight Services & Innovation, Yomdel

+44 7834572570

gina.mayhead@yomdel.com

@yomdel

NOTES TO EDITORS:

About Yomdel



Yomdel is based in Billingshurst in West Sussex and delivers bespoke mystery shopping and a range of experiential and customer research services. Yomdel was also the first company in the UK to offer 24/7 managed live chat services.

Yomdel is the insight partner of choice within the property and retail and has extensive experience across other diverse sectors including financial services and leisure. The Yomdel USP is bespoke mystery shopping allowing the client to measure precise, specific objectives across complex, multi-stage customer journeys and obtain detailed, actionable findings.

Yomdel's mystery shopping, alongside their other complementary experiential research services, enables companies to understand their customers first-hand and empowers them to become better at what they do.

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About MSPA

MSPA® EUROPE/AFRICA

MYSTERY SHOPPING PROFESSIONALS ASSOCIATION

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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.

Contact Information:

Mystery Shopping Professionals Association Europe/Africa

Nikky Alkemade

Executive Director

info@mspa-ea.org

europe@mysteryshop.org

www.mspa-ea.org