

## **INTERNATIONAL SERVICE CHECK is Top Mystery Shopping Provider**

Date: 03-11-2010 02:36 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [INTERNATIONAL SERVICE CHECK/Multisearch GmbH](#)



Munich – The independent and neutral information portal [mystery-shopping-info.de](http://mystery-shopping-info.de) has published the results of the big survey among test buyers for the best mystery shopping providers of 2009 on its homepage. In 2008, INTERNATIONAL SERVICE CHECK was already able to occupy a very good third place in the overall ranking. In 2009, the test buyers in Germany, Austria and Switzerland even voted INTERNATIONAL SERVICE CHECK into second place.

Every year at the beginning of March, the mystery shopping providers in the German-speaking countries await with excitement the announcement of the mystery shopping platform [mystery-shopping-info.de](http://mystery-shopping-info.de) of who has been voted, by the testers registered on the portal, as the best mystery shopping company of the past year. According to information given by the site itself, approx. 1,200 test buyers are registered on [mystery-shopping-info.de](http://mystery-shopping-info.de), and of these around 250 took part in this year's survey, which took place from the 1st to the 14th of February 2010. Each registered mystery shopper here had the opportunity to rate the providers in three categories on [mystery-shopping-info.de](http://mystery-shopping-info.de), using a point scale from 0 to 10. The three rubrics were: the fairest fee payment, simplest communication and best qualitative briefing.

All together, the test buyers graded 63 mystery shopping providers from Germany, Austria and Switzerland. The individual numbers of points from the three rubrics were added together and whoever had the most in the final score at the end was in the lead in the total result.

All the individual results can be accessed on [www.mystery-shopping-info.de](http://www.mystery-shopping-info.de).

Jessica Schneider, Country Manager Germany of INTERNATIONAL SERVICE CHECK, comments on this year's scores as follows: "Because we take the vote on [mystery-shopping-info.de](http://mystery-shopping-info.de) absolutely seriously, because it is carried out by an independent, neutral platform, it was especially important for us to score as well as in 2008 and not worse. After being in third place back then, we have now totally succeeded in this in 2009 by reaching second place and we are also very proud of this. It shows very clearly that the mystery shoppers that have voted agree that we improved again last year and that they acknowledge the many optimisation measures that we have introduced. We are very happy about this! After winning bronze and now silver, we of course have every incentive to make it right to the top of the winners' podium in 2010 and be first. This year too, everyone at INTERNATIONAL SERVICE CHECK will be doing their best to achieve this!

The INTERNATIONAL SERVICE CHECK/Multisearch GmbH was founded in Munich in 1996 as market research enterprise specializing in mystery shopping services worldwide. Currently over 500.000 test clients, so-called service checkers, are registered with INTERNATIONAL SERVICE CHECK.

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