

## **INTERNATIONAL SERVICE CHECK completes its two-week tour of Germany**

Date: 05-14-2009 11:23 PM CET

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

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



Munich – From April 20 to 30, the ISC mobile information platform made a tour across Germany and stopped over in ten cities altogether. In Dortmund, Bremen, Rostock, Berlin, Leipzig, Munich, Stuttgart, Saarbrücken, Mainz and Bonn, ISC was within people's grasp in the truest sense of the word. The ISC mobile information platform stopped at well-known and prominent places such as the courtyard of the cathedral in Bremen, Alexanderplatz in Berlin, Augustusplatz in Leipzig or Friedensplatz in Bonn.

In summary, the first ISC Road Tour was a success without exception. Reinhold Auer, founder and President of INTERNATIONAL SERVICE CHECK, draws highly satisfactory conclusions from the ten variegated and eventful days: „ISC was the first Mystery Shopping concern in Germany to organize and implement such an amazing tour. In the past two weeks, thousands of people from the Baltic Coast to the Alpine upland, from Saarland to Saxony, saw the ISC mobile information platform and hence also the brand of INTERNATIONAL SERVICE CHECK. The many kilometres alone covered by the ISC mobile information platform on the highways, caused a stir from the A1 to A96. And then, of course, our stopovers in the various cities. Highly attractive ISC hostesses were present at each location, together with most variegated artists such as clowns, acrobats, illusionists, stilt walkers, walk acts, street musicians, pantomimes, etc., some of which have already worked for Eckart Witzigmann, Cirque du Soleil or Circus Roncalli. This is unprecedented in the Mystery Shopping industry in Germany and probably also on the whole Germany market research sector. I believe that we have triggered a positive impact in times of economic challenges. Above all, we were pleased that our ISC mobile information platform was visited not only by registered service checkers and existing customers, but also by many other people who wanted to learn more about ISC and often registered online as new mystery shoppers on the spot. We are proud of this successful performance, which will further the motivation of all of us to keep ISC going at an even higher pace!“

Picture are available here: [www.international-service-check.com/iscnews/0409galerie.php#images/0409/galleria/a\\_infomobil.jpg](http://www.international-service-check.com/iscnews/0409galerie.php#images/0409/galleria/a_infomobil.jpg)

The INTERNATIONAL SERVICE CHECK/Multisearch GmbH was founded in Munich in 1996 as market research company specializing in mystery shopping services worldwide. Currently a few hundred thousand test clients, so-called service checkers, are registered with INTERNATIONAL SERVICE CHECK. The headquarters are in Munich and Zurich. Abroad ISC is represented by several international subsidiaries. INTERNATIONAL SERVICE CHECK is member of the MSPA (Mystery Shopping Providers Association).

INTERNATIONAL SERVICE CHECK/Multisearch GmbH  
Mr. Tobias Kurzmaier (Chief Press Officer)  
Dachauer Straße 37  
80335 Munich  
Germany  
Phone: +49 (0) 89 54558228  
Fax: +49 (0) 89 557443

Email: [t.kurzmaier@internationalservicecheck.com](mailto:t.kurzmaier@internationalservicecheck.com)  
[www.internationalservicecheck.com](http://www.internationalservicecheck.com)

[You can find this press release here](#)