



Sales, Integrity and Employee Satisfaction on top of GCC's agenda.

FOR IMMEDIATE RELEASE:

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When The Going Gets Tough, The Tough (ones) Get Going

International Hospitality Check (IHC), a Dubai based Mystery Customer Research company seems to be one of the companies that rather increases their activities throughout the GCC in these rough times...

Since the last 3 months there has been a stronger demand for Mystery Customer research based on the lower Property-, Car-, Jewellery- and other Luxury good sales. The companies who apply these Mystery services are interested to see/hear how their staff performs and make the difference between them and their direct competitors; allowing them to coach and assist the remaining staff with the right tools to finally get the business/revenue in.

There also seems a growing interest in Employee Satisfaction surveys since this will impact the direct results on sales strongly and can correlate to it directly.

The growing number of Malls and the large spread of similar service/product offerings, make the retail conglomerates more conscience about their market positioning and willingness to stabilize the customer loyalty. Since the price becomes an issue, the service will be the largest reason for buying or returning.

Another element which seems to become of larger interest, are the integrity elements while Mystery checking Fast Food and Restaurant operations. Does all the revue generated arrive with the company? Spot checks are carried out from the simplest Ice cream parlors, Take-way outlets and even while paying cash for complete meals in up-market restaurants. The "hard to get" money spend should arrive at the right source.

So if the going gets tough, IHC gets going...

Paul Bol Raap invites anyone who is interested in conducting mystery service/integrity audits and employee satisfaction surveys to visit <http://www.internationalhospitalitycheck.com> or contact him directly.

About International Hospitality Check

With offices located in Brussels, Buenos Aires, Dubai and Shanghai, International Hospitality Check is dedicated to setting new setting new standards of service for Mystery Customer Research and Auditing in the Hospitality, Leisure & Retail industries.