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### **INDIANAPOLIS MYSTERY SHOPPING COMPANY ATTENDS CONFERENCE IN BUDAPEST, HUNGARY**

(Indianapolis, November 12, 2007) – Janet Fitzgerald-Sipe, president of Indianapolis-based Service Connections, Inc., recently attended the International Association of Service Evaluators (IASE) conference in Budapest Hungary.

Sipe, who also holds the title of communications director for IASE, attended the annual conference in Hungary, hosted by Zoltan Herczeg, President, Phantom Shopping of Hungary and Romania.

Sipe, along with other attendees, participated in sessions on improving customer service and sales utilizing mystery shopping and market research; mystery shopping trends in the marketplace and customer service expectations in Europe and the United States.

Guest speaker Leslie Mueller, assistant director of customer service, Texas Department of Information Research, addressed how the Texas government utilizes the services of mystery shopping companies in an effort to provide quality customer service on a variety of government programs. The Texas government also uses mystery shopping companies to identify staff training needs. Ms. Mueller is a client of Business Resources out of Austin, Texas founded by Judith Rappold.

Peter Tamasi, sales director for Fressnapf a pet supply store in Budapest, provided a tour of one of 14 stores located throughout Hungary. Peter discussed the value he receives from Phantom Shopping. He commented the reports provide valuable information that serves to train employees; recognize top performers; identify product needs of customers; retain current customer base and grow market share.

Attending the IASE conferences enabled Sipe to stay on top of trends in the industry. The knowledge that was gained is then applied to each client based on their specific needs and requirements to achieve a more than satisfied customer service experience.

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