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BAI Forays Into The Indian Market

Ashish K Tiwari - Mumbai

Having established itself in the 'mystery customer research' market in the West, Bare Associates International Inc (BAI) is now keen on extending its mystery audit services to the Asia Pacific region and India is on their priority list. BAI is in the process of setting up an office in the country's commercial capital and will launch its operations by holding a seminar on 'mystery customer research' in Mumbai. Besides, aggressively targeting the hospitality, entertainment and allied services industries BAI is looking at getting the retail, automotive, and finance sectors in its fold of target markets.

Speaking exclusively to Express Hotelier & Caterer, Bhairavi Sagar, sales director of Bare Associates International (also in-charge of the Indian market), said, "BAI has been in the mystery audit business for over 18 years now and has strong presence in the USA, Europe and South America. With hotels and allied services industries in Asia Pacific focusing on achieving 'excellence in execution' we thought it was the right time to foray in this growing market. We will begin with India and are in the process of setting up an office in Mumbai to start operations. Globally, we perform operational, quality and integrity audits for some of the leading hotel chains in the world viz Marriott, Starwood and Hilton amongst others.

The seminar cum discussion forum titled 'Mystery Customer Research - Revealing the true nature of your business' will be held on June 2, 2005 at JW Marriott Hotel in Mumbai. And conducting the seminar will BAI's president Michael Bare himself. Bare is also co-founder of the global organisation Mystery Shopping Providers Association (MSPA).

Says Sagar, "The seminar, aimed at owners of hotels, restaurants and allied services companies, will showcase how mystery customer research can provide their company with critical information regarding customer and employee satisfaction and loyalty. It will also demonstrate how to confirm service excellence, increase sales and improve overall quality of performance."

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