



International
Mystery
Shopping
Alliance

Veronica Boxberg Karlsson – New President for IMSA

IMSA, the International Mystery Shopping Alliance, announced the new board for 2007-2008 during its Board meeting in San Francisco 1-2 October 2007.

The new president, Veronica Boxberg Karlsson founded Better Business World Wide in 1995 and is the founding President of MSPA Europe. Veronica received the MSPA Hall of fame award in 2005 and was awarded the company leader of the year in Vallentuna, Sweden in 2006. Veronica is also one of the founding members of IMSA.

All IMSA members sign up to agreed quality and reporting standards, ensuring that every assignment is conducted to the same high standard. Projects are locally run but centrally managed to allow clients to benefit from maximum economies of scale without compromising on in-depth local knowledge. The IMSA group can measure any service in any industry, in any country worldwide.

IMSA continues to boast the largest ever network of individually recruited and trained mystery shoppers, and now has over 500,000 active mystery shoppers conducting in excess of 1 million visits each year in a wide range of industries.

Would you like to know more about IMSA?

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<http://www.theimsa.com>