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***CSP Magazine* Renews Partnership with Service Intelligence™ for Annual CSP Mystery Shop Study**

**Charlotte, N.C. – May 27, 2008** – *CSP Magazine*, the #1 trade journal covering the convenience retailing industry, has entered into a multi-year partnership with Service Intelligence, a leading North American provider of mystery shopping and compliance evaluations, to administer the annual CSP mystery shop study – the industry’s only published mystery shop of leading convenience-store chains.

Service Intelligence has worked with *CSP Magazine* since 2005 on the annual study. The new agreement will continue the relationship for the next two years.

“The annual mystery shop has become a must-read for executives in the retail convenience and petroleum channels,” said Mitch Morrison, CSP group editor. “Retailers are using the mystery shop results as a benchmark of their own performances. It’s a fantastic tool and a great into the operational and retailing strategies of top retailers.”

Through the study, Service Intelligence collects, aggregates, analyzes, and disseminates data specific to consumer experiences at leading convenience retail chains. In 2007, 10 brands, including such chains as QuikTrip, Chevron ExtraMile, Kwik Trip and ExxonMobil On the Run, were shopped with 150 evaluations per brand. All 1,500 evaluations were conducted by Service Intelligence mystery shoppers. In 2008, 10 brands will also be shopped.

With the intelligence provided, *CSP Magazine* and Service Intelligence are able to rank the brands from best to worst in a variety of areas: overall performance, cleanliness, customer service, merchandising, and employee appearance. For 2008, the study will also include questions on fresh food offerings, keeping in line with industry trends.

Steve Reynolds, Vice President of Sales and Operations for Service Intelligence, states, “Service Intelligence is excited to continue to be a part of the annual mystery shop study. Convenience retailing is an area where we have gathered much intelligence and assisted many brands in finding opportunities. This year’s study should provide even more insight to convenience retailers on what customers really want.”

**About *CSP Information Group***

*CSP Magazine* is the #1 trade journal in the C&G industry. In addition to its leading *CSP Magazine*, CSP also produces the online *CSP Daily News*, hosts web conferences via CSPNetwork CyberConference Center, products web-embedded TV reports on CSPTV, and brings thought leaders together through category-specific and executive-level roundtables and events. [www.cspnet.com](http://www.cspnet.com)

**About Service Intelligence**

Since 1992, Service Intelligence has been an innovative authority and trendsetter in business intelligence, customer experience evaluation, and training. Core services include mystery shopping services, customer surveys, audit and compliance evaluations, employee awareness

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campaigns, interactive training, and advanced business analytics. Service Intelligence is a wholly owned subsidiary of ethics and compliance industry leader Global Compliance™, who provides a comprehensive line of information intake, information management, and awareness and education offerings to enable clients to create and maintain a culture of ethical and compliant business behavior. Together, Service Intelligence and Global Compliance serve greater than 2,000 clients including nearly one-half of the America's Fortune 100, one-third of the Fortune 1000, and many European and Asian-based corporations including many of the world's most recognized brands.

[www.serviceintelligence.com](http://www.serviceintelligence.com)

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