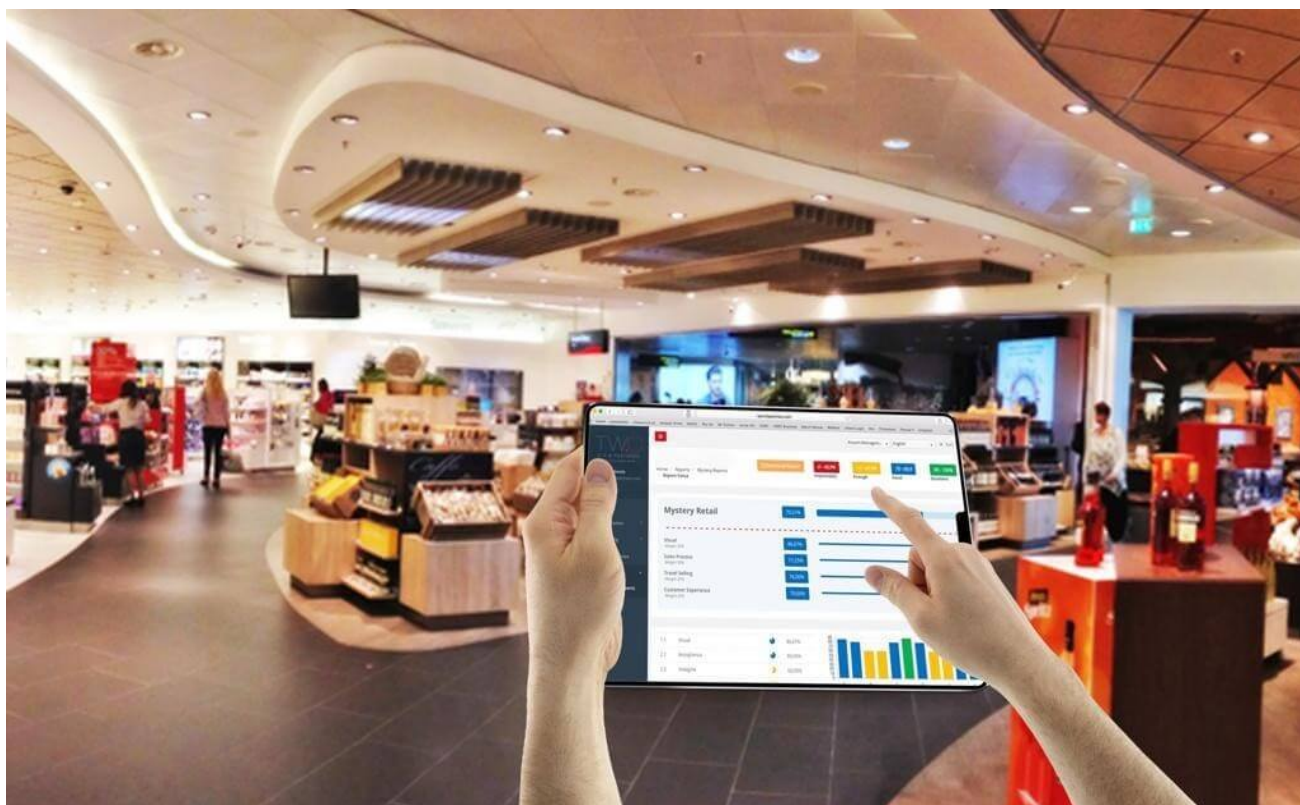


Milan Bergamo Airport and 2.0 Partners team up to boost customer satisfaction



2.0 & Partners' Strategic Mystery Shopping service is the only in-store and on-site analysis service that is specifically designed to meet the unique needs of shoppers in the travel retail market

Travel retail specialists [2.0 & Partners](#) are helping to boost customer satisfaction at Milan Bergamo Airport with its dedicated Strategic Mystery Shopping service.

2.0 & Partners has been selected to work in partnership with Bergamo Airport, using its expertise to carry out a regular evaluation, which will help Bergamo Airport take its service to the next level and ensure it is delivering "the perfect experience for shoppers and travelers in the airport."

The 2.0 & Partners Strategic Mystery Shopping service is the only in-store and on-site analysis service that is specifically designed to meet the unique needs of shoppers in the travel retail market. Rather than applying domestic market approaches, the 2.0 & Partners team "walks in the shoes of traveling shoppers," reads the press release. The analysts are chosen to reflect the passenger mix to deliver actionable and in-depth insights for retailers and landlords

Offering insight on everything from cultural requirements of high-spending demographics to dwell time and pinpoint areas for improvement, the final reports are delivered via a bespoke portal. This gives users full access to all the feedback, with in-depth explanations and clear, unbiased feedback to help directly drive performance.

"We are very pleased to be working with Bergamo Airport to ensure that every one of their customers has the perfect experience as they travel and shop.

"Experience is everything in the new normal for our market, and delivering an enjoyable, seamless

and tailored journey is what sets our market apart. We have seen time and again that improved service translates directly to higher spend, so this is a vital part of every airport's business.

"At 2.0 & Partners, we have decades of experience in this industry and a proven track record in helping airports to take their services to the next level and we are delighted to be working alongside Bergamo Airport to do the same," says Erika Giannini 2.0 & Partners Head of Strategic Mystery Shopping.