



## 2016 NATIONAL SCORE

71.8

### HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

#### 75.7 Public Education

- 77.1 Universities\*
- 80.5 SMU\*
- 77.6 NUS
- 76.0 NTU
- 74.2 SUTD
- 73.0 SIT

#### 72.5 ITE

- 71.5 Polytechnics
- 76.0 Singapore\*
- 75.0 Temasek\*
- 72.2 Ngee Ann
- 67.8 Republic
- 65.8 Nanyang

#### 75.5 Air Transport

- 81.4 Airport\*
- 81.4 Changi Airport

#### 73.5 Airlines

- 76.7 Singapore Airlines\*
- 75.1 Garuda Indonesia\*
- 74.1 Emirates
- 73.3 Cathay Pacific
- 71.9 Qantas
- 71.7 Silkair
- 70.8 Other airlines

#### 69.5 Budget Airlines

- 70.3 Jetstar Asia
- 69.9 AirAsia
- 68.6 Tigerair
- 68.2 Scoot
- 70.9 Other budget airlines

#### 72.4 Finance & Insurance

- 72.9 Banks
- 73.1 DBS
- 72.9 OCBC
- 72.5 Maybank
- 72.5 Citibank
- 71.9 Standard Chartered
- 71.7 UOB
- 71.3 HSBC
- 70.8 Other banks

#### 71.8 Motor & Other Personal Insurance

- 72.6 AXA
- 72.3 NTUC Income
- 72.2 AIG
- 71.2 Other motor & personal insurers

#### 71.6 Life Insurance

- 73.2 Great Eastern
- 72.8 AIA
- 71.3 NTUC Income
- 71.1 Prudential
- 69.1 Aviva
- 70.2 Other life insurers

#### 70.8 Health & Medical Insurance

- 71.4 NTUC Income
- 70.7 Prudential
- 70.5 AIA
- 70.1 Great Eastern
- 71.3 Other health & medical insurers

#### 70.7 Credit Cards

- 72.1 Citibank
- 72.1 American Express
- 70.9 DBS
- 70.7 Maybank
- 70.7 UOB
- 70.4 HSBC
- 70.0 OCBC
- 69.0 Other credit cards

#### 71.7 Retail

##### 73.1 Motor Vehicles\*

##### 72.3 Jewellery

##### 71.9 Fashion Apparels

- 74.8 Bossini
- 74.5 Uniqlo
- 74.0 Hang Ten
- 73.1 G2000
- 72.5 H&M
- 71.5 Giordano
- 71.2 Mango
- 70.5 Topshop
- 69.9 Cotton On
- 69.6 Zara
- 71.4 Other fashion apparels

##### 71.5 Furniture & Electronics

- 73.0 Challenger
- 72.4 Gain City
- 71.8 Courts
- 71.8 Harvey Norman
- 67.9 IKEA
- 72.5 Other furniture & electronics

##### 71.5 Petrol Service Stations

- 72.4 Esso
- 71.6 SPC
- 71.5 Shell
- 69.1 Caltex

##### 71.5 Supermarkets

- 72.5 Cold Storage
- 71.9 Sheng Siong
- 71.7 NTUC Fairprice
- 71.1 Giant
- 67.6 Other supermarkets

#### 71.1 e-Commerce

- 73.2 Zalora\*
- 72.0 Taobao/Tmall
- 72.0 Groupon
- 71.9 Lazada
- 71.6 Ebay
- 71.1 Deals.com/Ensogo
- 70.6 Carousell
- 70.3 Qoo10
- 69.3 Amazon

#### 70.2 Department Stores

- 73.2 DFS\*
- 71.7 Takashimaya
- 71.5 John Little
- 71.2 Robinsons
- 71.0 Isetan
- 70.8 BHG
- 69.1 Metro
- 68.6 Tangs
- 67.5 Other departmental stores

#### 71.2 Logistics

##### 72.4 Courier Services

- 73.6 FedEx
- 72.7 Speedpost
- 72.0 DHL
- 71.3 UPS
- 68.9 Other courier services

##### 67.9 Postal Services

- 67.9 Singapore Post

#### 71.1 Tourism

##### 72.8 Attractions\*

- 74.3 Sentosa
- 73.3 Singapore Zoo
- 73.1 Universal Studios
- 72.8 S.E.A. Aquarium
- 72.6 Jurong Bird Park
- 72.3 River Safari
- 72.2 Night Safari
- 72.1 Gardens By The Bay
- 71.2 MBS Skypark
- 71.1 Adventure Cove
- 70.1 Singapore Discovery Centre
- 70.5 Other attractions

##### 72.5 Hotels\*

- Luxury & Upscale Hotels
- 77.2 Marina Bay Sands\*
- 75.6 Shangri-La\*
- 74.9 The Ritz-Carlton\*
- 73.9 Marina Mandarin
- 73.9 Pan Pacific Singapore
- 73.6 Swissotel the Stamford
- 73.3 Mandarin Orchard
- 73.0 Grand Hyatt

##### Economy Hotels

- 67.8 Hotel 81
- 66.8 Fragrance Hotel

##### 72.5 Other hotels

##### 68.7 Travel & Tour Services

- 67.7 Online Travel Agencies



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71.8

### HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

#### 71.0 Healthcare

- 73.2 Private Hospitals\*
- 74.3 Mount Alvernia
- 74.2 Parkway East
- 73.6 Gleneagles
- 73.5 Raffles
- 73.1 Mount Elizabeth Orchard
- 72.7 Mount Elizabeth Novena
- 71.2 Thomson Medical

- 70.3 Polyclinics
- 70.4 SingHealth
- 70.3 NHG

- 70.0 Restructured Hospitals
- 71.2 KK Women's & Children's
- 70.9 Khoo Teck Puat
- 70.9 Changi General
- 70.1 Ng Teng Fong General
- 69.9 Tan Tock Seng
- 69.8 National University
- 68.5 Alexandra
- 67.3 Singapore General

#### 70.1 Food & Beverage

- 72.7 Bars & Pubs\*
- 70.7 Fast Food Restaurants
- 72.3 McDonalds
- 71.0 Burger King
- 70.4 KFC
- 69.5 Mos Burger
- 68.8 Subway
- 67.9 Other fast food restaurants

- 70.7 Cafes & Snack Bars
- 72.7 Starbucks
- 72.2 Delifrance
- 70.2 Coffee Bean & Tea Leaf
- 70.1 Ya Kun
- 69.6 Toast Box
- 68.6 Other cafes and snack bars

- 69.8 Restaurants
- 71.7 Fish & Co
- 71.4 Boon Tong Kee
- 71.3 Din Tai Fung
- 71.2 Sushi Tei
- 71.1 Tung Lok Signatures
- 70.9 Crystal Jade Kitchen
- 70.8 Dian Xiao Er
- 70.6 Pizza Hut
- 70.4 Thai Express
- 70.2 Swensen's
- 70.1 Manhattan Fish Market
- 70.1 Jack's Place
- 70.1 Astons
- 70.0 Nando's
- 70.0 Ajisen Ramen
- 69.8 Sakae Sushi
- 69.7 Crystal Jade La Mian Xiao Long Bao
- 69.6 Seoul Garden
- 69.3 Xin Wang Hong Kong Cafe
- 68.3 Imperial Treasure Noodle & Congee
- 68.0 Other restaurants

- 69.2 Food Courts
- 70.6 Food Republic
- 70.5 Food Junction
- 70.0 NTUC Foodfare
- 68.7 Kopitiam
- 67.9 Koufu
- 66.4 Other food courts

#### 68.5 Info-Communications

- 69.6 Wireless@SG
- 69.2 Mobile Telecom
- 72.0 Singtel\*
- 67.5 StarHub
- 65.0 M1
- 67.0 Broadband
- 67.5 M1
- 67.0 StarHub
- 66.9 Singtel

- 66.6 PayTV
- 67.7 StarHub
- 65.8 Singtel

#### 66.8 Land Transport

- 70.0 Taxi Services\*
- 72.2 Premier\*
- 71.9 Transcab
- 70.1 SMRT
- 69.3 ComfortDelGro
- 68.5 Prime

- 68.8 Transport Booking App\*
- 69.7 Uber
- 69.0 Grab
- 68.0 ComfortDelGro
- 67.2 Other transport booking app

- 66.4 Mass Rapid Transit System
- 66.5 SBS Transit
- 66.3 SMRT

- 62.7 Public Buses
- 64.4 SMRT
- 61.9 SBS Transit

#### 65.0 Private Education

- 65.0 Private Education Institutions

This scorecard summarises the results of the CSiSG 2016 satisfaction scores at the national, sector, sub-sector and company levels.

CSiSG scores are generated based on the econometric modelling of survey data collected from end-users after the consumption of products and services. Company scores (in black) are weighted based on a separate incidence study. This incidence study helps determine each company's sample profile and the local-tourist weights. Sub-sector scores (in blue) are derived as a weighted average of company scores, in proportion to the local and tourist incidence interactions with the constituent companies. Sector scores (in gold) are derived by aggregating the sub-sector scores proportionately to each sub-sector's revenue contributions.

Finally, the national index of 71.8 represents a weighted average, by each sector's contribution to GDP, of the 11 sector scores.

There are new sub-categories created under the Hotel Sub-sector; namely Luxury & Upscale Hotels, Mid-Tier Hotels, and Economy Hotels. However, there were no Mid-Tier Hotel measured in 2016 due to low incidence.

All scores displayed are accurate to one-decimal place. Entities are presented in decreasing levels of satisfaction.

\* Companies indicated with an asterisk(\*) are companies that have performed significantly above their sub-sector average.

\* Sub-sectors indicated with an asterisk(\*) are sub-sectors that have performed significantly above their sector average.

The sparklines indicate the satisfaction score of their respective sectors, sub-sectors and companies over the past few years.

statistically significant increase in customer satisfaction from 2015 to 2016

statistically significant decrease in customer satisfaction from 2015 to 2016

no significant year-on-year change in customer satisfaction score