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Minister in Prime Minister's Office Lim Swee Say says the service industry in Singapore can do better and has to do so to remain competitive.

The industry can do better in three areas - market positioning, consistency of service delivery and enhancing the customer experience.

He says that as the government continues to push for better service standards through initiatives such as the Go the Extra Mile for Service Up, or GEMS Up, the industry needs to challenge itself to understand the evolving expectations of customers and tap on technology to deliver service excellence.

"While we have improved, we also recognised that other places, other countries, have also continued improving. At the end of the day, we do need a concerted effort for Singapore to achieve a breakthrough in our customer service index, customer satisfaction level, we need every sector to step forward to be prepared to innovate and to be prepared to change."

He said this today at the fourth Institute of Service Excellence Global Conference on Service Excellence at Singapore Management University.