

Customers very satisfied with F&B sector



Customer satisfaction in the food and beverage sector hit a record high in the third quarter this year.

This, according to the results of the Customer Satisfaction Index released this morning by the Institute of Service Excellence.

Customer satisfaction for the F&B sector rose 2.58 points from last year to 70.3 points out of 100.

This is the highest recorded score for Singapore's F&B sector since tracking began in 2007.

The tourism sector also registered a similar record score of 74.5 points.

It's a significant improvement of 4.51 points over last year.

Within the F&B sector, analysis of the data suggested that there were other service attributes apart from food quality that influences customer satisfaction.

In the fast food restaurants, food courts and restaurants sub-sector, food quality was determined to be the most important driver of satisfaction.

But other services related touchpoints like staff courtesy, responsiveness and the ordering process collectively provide a much stronger driver of customers' overall satisfaction than just food quality alone.

Academic Director of ISES Marcus Lee says the increase in customer satisfaction despite the tight labour market can be explained by automation.

"Our opinion is that it's possible to meet people's expectations without throwing people at the problem. So we can use automation, and what we've seen some companies do is they use automation where it counts. The things that are repetitive and which require minimal interaction, they automate, and that frees up the manpower for the more involving things."