

Publication: 938live

Date: 26 June 2014

Headline: Dip in customer satisfaction for retail and info-comm sectors

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PUBLISHED ON JUNE 26, 2014



Customer satisfaction has dipped for the retail and info-comm sectors.

The Institute of Service Excellence at the Singapore Management University, ISES, says customer satisfaction for the Retail sector fell by 3.5 per cent to 69.6-points.

Customers were less satisfied with departmental as well as furniture stores and those selling clocks and watches.

ISES attributed the drop more to lower satisfaction scores from tourists.

All three drivers of satisfaction, namely customer expectations, perceived quality, and perceived value, fell significantly for tourist respondents.

The bright spot came from the Supermarkets subsector, improving by 1.6 per cent, registering its sixth year-on-year increase to reach a record 71.1 points.

The Info-communications sector registered a smaller decline of 1.3 per cent to 66.8 points.

Within the sector, the most significant drop in customer satisfaction was among broadband customers.

ISES says there's a difference in satisfaction and loyalty levels between new customers and re-contract customers.

Re-contract customers have greater levels of customer satisfaction and loyalty as compared to the new customers.

They also have much smaller gaps between their levels of expectations and the perceived quality of their telco, compared to new customers.

Academic Director of ISES, Assistant Professor Marcus Lee says it's important for service providers to try and meet the ever changing expectations of their customers.

It says the analysis shows that satisfaction goes down when the perceived quality of the product or service does not live up to the expectations of the customer.