

## **Annex C**

### **Customer Satisfaction Index of Singapore 2018 Sectoral Performance Overview – Quarter 1 through 3**

#### **Q1 – Retail and Info-Communications sectors**

Compared to the same period last year, overall, customer satisfaction levels remained statistically unchanged for both sectors. The Retail sector scored 72.6 points, an increase of 0.6% from the year before. The minor uptick was not considered statistically significant. The Info-Communications sector scored 70.4 points, a 1.1% increase over the same period last year. The upward movement is not deemed to be statistically significant.

All four sub-sectors measured within the Retail sector, i.e., Department Stores, e-Commerce, Fashion Apparels, and Supermarkets, registered upticks in their year-on-year scores. However, none of these movements were considered significant.

Like the Retail sector, four sub-sectors were measured within the Info-communications sector: Broadband, Mobile Telecom, PayTV, and Wireless@SG. Likewise, although each sub-sector registered year-on-year improvements in their score, none of these movements were significant.

#### **Q2 – Air Transport and Land Transport sectors**

The Air Transport sector, scored 75.4 points. This was a 1.4% improvement over last year. On the other hand, the Land Transport sector scored 67.8 points, unchanged from the previous year.

The Air Transport sector comprises of three sub-sectors, namely, the Airport, Budget Airlines, and Full Service Airlines. While the Airport and Full Service Airlines sub-sectors performed similarly to last year, scoring 78.0 points and 74.5 points respectively, the Budget Airlines sub-sector improved, scoring 73.1 points, a 2.7% increase year-on-year.

The Land Transport sector is made up of four sub-sectors, namely Mass Rapid Transit (MRT) System, Public Buses, Taxi Services, and Transport Booking Apps. The Public Buses and Taxi Services sub-sectors recorded higher CSISG scores year-on-year, at 65.6 points and 72.5 points, respectively. The MRT and Transport Booking Apps sub-sectors recorded lower scores year-on-year, at 63.6 points and 68.0 points, respectively. However, these changes were not statistically significant.

#### **Q3 – Food & Beverage and Tourism sectors**

Customer satisfaction saw statistically significant year-on-year improvements in both Food & Beverage (F&B) and Tourism sectors. The F&B sector climbed 3.5% year-on-year to score 74.2 points. The Tourism sector recorded a relatively more modest 1.2% year-on-year improvement to score 75.1 points.

The F&B sector comprises of four sub-sectors: Cafes & Coffee Houses, Fast Food Restaurants, Restaurants, and Snack Bars & Food Kiosks. While each of these four sub-sectors saw higher scores year-on-year, significant improvements were only recorded for the Fast Food Restaurants and Restaurants sub-sectors. Fast Food Restaurants scored 73.6 points, a 2.7% improvement, while Restaurants scored 74.4 points, a 4.0% improvement.

The Tourism sector comprises of the Attractions and the Hotels sub-sectors. Year-on-year, Attractions saw a significant 1.1% improvement in customer satisfaction, scoring 74.1 points, while the Hotels sub-sector's performance, at 75.3 points, remained statistically unchanged.