

## **Annex A** **About the Customer Satisfaction Index of Singapore (CSISG)**

### Introduction

The Customer Satisfaction Index of Singapore (CSISG), currently in its seventh year of measurement, complements production-based economic measures such as GDP by providing an assessment from the buyers' point of view. Both types of measures are necessary as economic growth hinges not only on producing more, but producing better and more competitive products and services.

CSISG measures customers' cumulative satisfaction with companies. The scores are generated using a structural equations model (please refer to figure 1) based on survey data collected from end-users after consumption of products and services. Sub-sector scores are derived as a weighted average of company scores, in proportion to the revenue contributions of companies. Sector scores are derived in a similar fashion, aggregating the sub-sector scores proportionately to each sub-sector's revenue contributions. CSISG scores customer satisfaction on a scale of 0 to 100 with higher scores representing better performance.

The methodological foundations of the CSISG are based on the American Customer Satisfaction Index (ACSI) that was developed by the National Quality Research Center (NQRC) at the University of Michigan. ACSI has been the de facto standardised measure of customer satisfaction in the United States economy since 1994.

### Coverage of CSISG 2014

The CSISG is an objective and independent qualitative indicator that reports customer satisfaction scores on an overall national level, for nine key economic sectors and 41 sub-sectors of the Singapore economy. For 2014, the full Index is planned to measure some 110 business entities from the Finance & Insurance, Info-Communications, Transport & Logistics, Retail, Food & Beverage, Healthcare, Private Education, Public Education, and Tourism sectors. Altogether, these sectors cover two-thirds of Singapore's GDP.

### CSISG 2014 Second Quarter

Under a quarterly measure-and-release system, up to three out of nine sectors are measured each quarter with their results released in the following quarter. For the second quarter of 2014, customer responses for the Public Education, Private Education, and Transport & Logistics sectors were collected and analysed. The Public Education sector is made up of the ITE, Polytechnics, and Universities sub-sectors, while Private Education Institutions (PEIs) make up the Private Education sector. The Transport & Logistics sector comprises of Airlines, Budget Airlines, Changi Airport, Public Buses, MRT, Taxis, Courier Services and Postal Services sub-sectors. The CSISG 2014 national score will be updated in the first quarter of 2015, computed based on the sector results from 2014's quarterly findings.

Survey data for the Public Education, Private Education, and Transport & Logistics sectors was collected between April and June 2014. This was primarily conducted through face-to-face interviews with Singapore residents at their homes. The survey was also conducted with departing tourists at Changi Airport, based on their experience about a single business entity from selected sub-sectors. Transit passengers at the airport were also surveyed about

their experience with Changi Airport. Responses about the ITE and PEIs were collected via an online survey.

This Q2 survey marked the first time PEI students responded using an online questionnaire. In previous years, the survey was administered through the aforementioned face-to-face interviews. Also, last year, PEIs were referred to as Commercial Schools.

The Q2 fieldwork garnered 6,787 face-to-face interviews with locals at their residences and 2,366 with tourists and transit passengers at the airport. Online surveys for the ITE and PEIs garnered 3,849 responses.

In total, there were 13,002 unique responses covering 333 companies and entities in the Public Education, Private Education, and Transport & Logistics sectors; 31 entities have published scores.

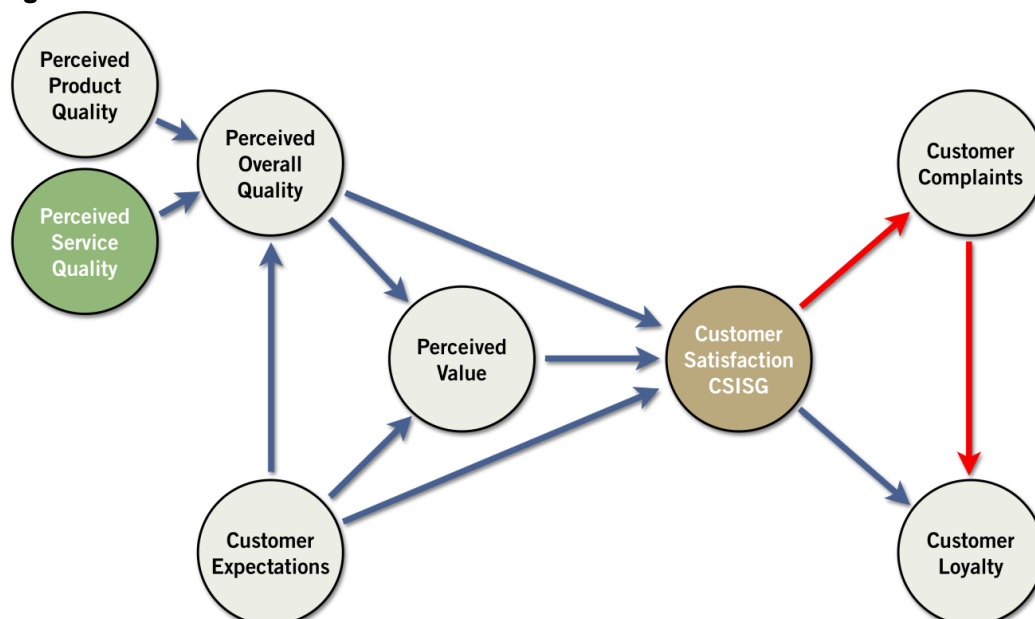
### Methodology of CSISG

There are three drivers impacting customer satisfaction in the CSISG model: customer expectations, perceived quality (of products and services) and perceived value. This is illustrated in Figure 1 below.

- Customer expectations are pre-conceived notions and expectations of a company's performance based on factors such as past experience, media reports, advertising and word-of-mouth.
- Perceived overall quality (including product quality and service quality) represents the actual experience of the customer based on customer expectations. It measures reliability as well as how well the product or service meets the customer's personal requirements.
- Perceived value is the customer's assessment of the level of product or service quality relative to the price paid. In short, the bang-for-the-buck (value-for-money) measure.

CSISG also measures the two consequences of customers' satisfaction or dissatisfaction, namely, (a) customer complaints and (b) customer loyalty. Customer satisfaction matters as a driver of customer loyalty and repeat business.

**Figure 1: CSISG model**



### Benefits of the CSISG

Customer satisfaction is driven by a consistent business strategy. Companies can capitalise on the CSISG as a strategic business tool to gain valuable insights about customer satisfaction through the ISES Corporate Membership, CSISG Custom Research, and the CSISG Subscription.

### ISES Corporate Membership Programme

The ISES Corporate Membership Programme brings together a network of leaders from companies measured in the CSISG National Study.

The ISES Corporate Membership Programme will offer:

- Affiliation to a network of business leaders to collaborate on the CSISG National Study and survey design;
- A detailed company report from the CSISG National Study that provides in-depth information about trend data obtained from the CSISG National Study, and acts as a performance yardstick both against competitors and across industries;
- Invitations to ISES/SMU Executive Workshops and C-suite Roundtables.

### CSISG Custom Research

Companies can leverage the CSISG methodology for purposes of benchmarking, to diagnose drivers of customer satisfaction, and to develop performance improvement initiatives, via a customised research study. Through the combination of data analytics and qualitative research, companies can gain specific insights into different business units or customer segments for targeted decision-making.

### CSISG Subscription Programme

A CSISG subscription will be made available to representatives and employees of measured companies in the CSISG National Study. This scorecard report gives insights into how the company performed within the CSISG driver-satisfaction-consequence methodological framework.