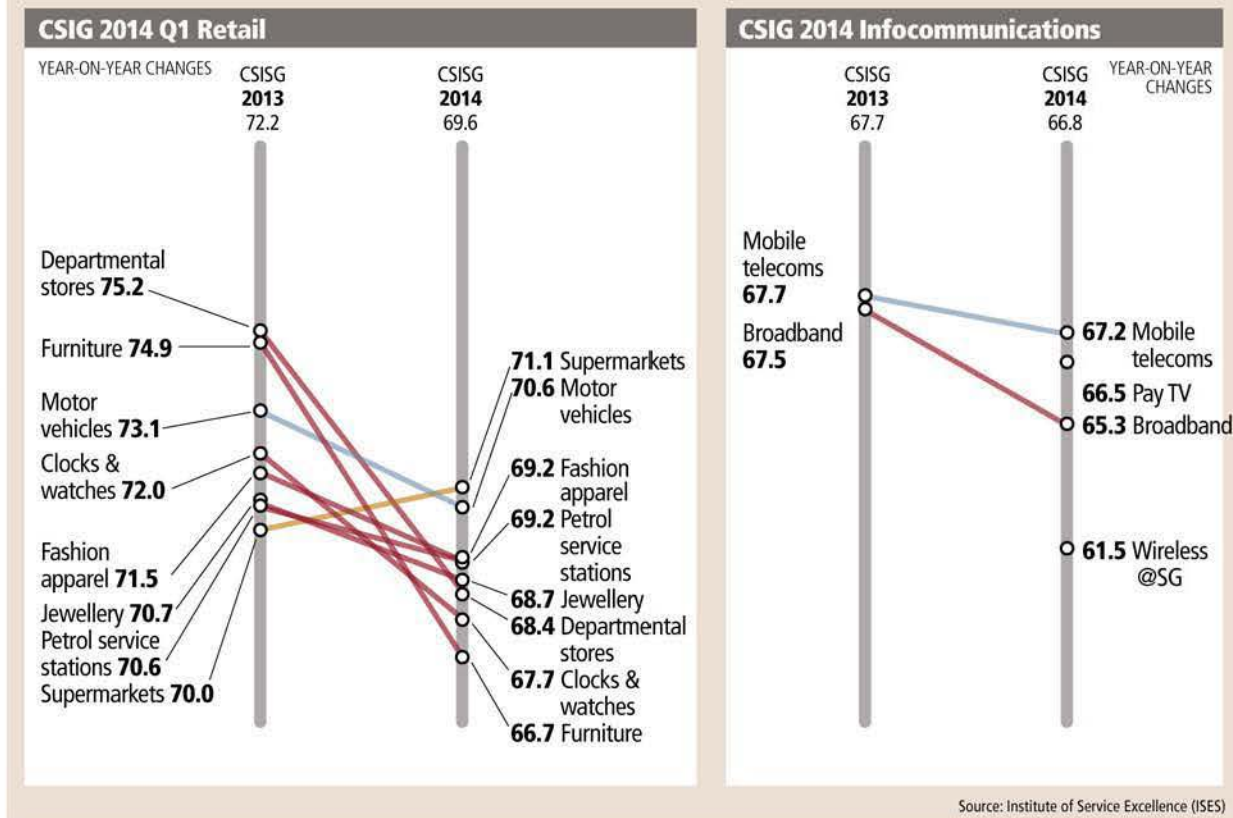


## Less satisfied



# Customer satisfaction dips in retail, infocomm sectors

**Drop follows record showing last year as measured by ISES**

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CUSTOMERS here have become less satisfied with services and products from the retail and infocommunications sectors than last year, says the latest Customer Satisfaction Index of Singapore (CSISG).

In results released yesterday by the Institute of Service Excellence at the Singapore Management University (ISES), customer satisfaction fell by 2.6

points year on year to 69.6 for the retail sector; the infocommunications sector registered a 0.9-point dip to 66.8.

The drop follows record scores by the two sectors last year.

The retail sector's sharper decline was more from a sinking in satisfaction among tourists than among local customers.

Tourist satisfaction fell 9.8 points to 69.8, hitting the same level as local customers for the first time since 2008.

All four retail sub-sectors that took into account tourist responses – depart-

ment stores, fashion apparel, jewellery, and clocks and watches – registered decreases.

Local satisfaction dipped 1.4 points.

The supermarket sub-sector was the only one in retail that improved its score, which went up 1.1 points.

Marcus Lee, ISES academic director, said: "It is important for service providers to try and meet the ever-changing expectations of their customers."

"Our analysis shows that satisfaction goes down when the perceived quality of the product or service does not live up to the ex-

pectations of the customer."

The survey also found that re-contract customers in the infocommunications sector had greater levels of customer satisfaction and loyalty than new customers.

Retail and infocommunications are the first two of eight sectors to have their levels of customer satisfaction measured by ISES this year.

The results for the CSISG are collected primarily through face-to-face interviews with locals and tourists. Nearly 9,300 responses were recorded for this edition.