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Headline: Customers less happy with transport sector

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In the ISES survey of eight sub-sectors within the industry, six register year-on-year decline

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CUSTOMER satisfaction in the transport and logistics sector has fallen over the year, with the airport, MRT, taxi and full-service airline sub-sectors registering the biggest declines.

This is according to the Institute of Service Excellence at the Singapore Management University (ISES), which on Friday released the Q2 Customer Satisfaction Index of Singapore (CSISG).

On the index, overall customer satisfaction for transport and logistics sector dipped from 72.7 points in the second quarter of 2013 to 72.1 this year, a fall of 0.8 per cent.

Of the eight sub-sectors mea-

sured, six registered year-on-year decline.

The airport sub-sector, that is the Changi Airport, saw its scores fall most significantly, by 11.8 per cent to 75.4 points. This is after a phenomenal year in 2013, during which its score jumped 17.4 per cent to hit 85.5 on the back of a revamped Terminal 1.

Second in line is the MRT sub-sector, with scores falling by 6.8 per cent to 59.7.

Caroline Lim, director of ISES, highlighted that commuters who used more than one mode of transport to get to work tend to be significantly less satisfied with MRT services than those who took the MRT exclusively.

"This finding suggests that fac-

tors outside the control of SMRT and SBS Transit's train networks are negatively impacting customer satisfaction for these operators," she said.

The MRT sub-sector is followed by taxis, which fell 6.1 per cent to 63.2 and airlines, which fell five per cent to 73.3.

Budget airlines, however, fared better, notching an increase of 1.2 per cent to 68.3 points, the highest the sector has seen since measurements began in 2008.

Postal services, that is SingPost, was the other bright spot in the transport and logistics sector. Its score of 71.2 represents a 5.7 increase from 67.3 last year.

CSISG for each sector is compiled once a year. In addition to

transport and logistics, Q2 results also include public education and private education sectors. Other sectors have their scores released in the other quarters, with an overall score compiled for Singapore at the end of the year.

In the public education sector, comprising polytechnics, universities and the Institutes of Technical Education, customer satisfaction remains unchanged from a year ago.

The Singapore Management University though, stood out with an 8.2 per cent increase in its score, to 79.2. At the other end of the spectrum, Nanyang Polytechnic saw its score fall 6.8 per cent to 66.5.

The private education sector technically experienced a decline

of 8.3 per cent, with scores falling from 72.2 last year to 66.3 this year. However, this year was the first time ISES used online surveys for the sector, in place of the face-to-face interviews traditionally employed. This has likely affected comparability, said the institute.

To generate the index, surveys were conducted between April and June 2014 with 13,002 respondents in all. Customers were asked to score each company on three criteria: satisfaction based on experiences with the company, ability of the company to meet expectations and how close the company came to their ideal.

These criteria allows CSISG scores to be comparable across industries, said Ms Lim.