

# Customer satisfaction declines for S'pore tourism and F&B sectors

**Manpower-dependent subsectors such as restaurants and cafes suffer significant decrease in tourist satisfaction**

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CUSTOMER satisfaction, especially among tourists, in Singapore's tourism and food & beverage (F&B) sectors fell from that a year ago.

Based on the results of the third-quarter Customer Satisfaction Index of Singapore (CSISG) for the two sectors, between 2013 and 2014, customer satisfaction for the F&B sector

fell 6.5 per cent to 65.8 points and for the tourism sector declined 7.3 per cent to 69.1 points (out of a maximum of 100 points for each sector).

The Q3 survey – conducted by the Institute of Service Excellence at the Singapore Management University (ISES) between June and September this year – gathered 8,600 unique responses about customer experiences in the two sectors.

ISES director Caroline Lim said the lower scores could be a case of correc-

tion as companies transit to new business models, with consumers taking time to adapt to new norms in how service is delivered and experienced.

While local satisfaction registered a lower score than tourist satisfaction in both sectors, Ms Lim noted that scores of the former remained fairly stable while tourist satisfaction marked a significant decline from the previous year. "Clearly both tourists and locals comprise a diverse segment of customers with varying needs and expectations," she said.

A deeper analysis of the scores reinforced her point. In the tourism

sector, local satisfaction on average registered a 6 per cent slump to 67.2 points, while tourist satisfaction on average recorded a 9.49 per cent decline to 72.5 points.

All three tourism subsectors registered lower tourist satisfaction compared to 2013. But the biggest decline for tourist satisfaction in the sector was hotels (-10.2 points), which also marked its poorest performance since 2009.

The F&B sector observed a similar pattern. Local satisfaction on average dipped about 0.6 per cent to 67.2 points. But tourist satisfaction on

average retreated 12.3 per cent to 71.1 points. All five F&B subsectors were also given lower tourist satisfaction scores this year. But the biggest fall was in restaurants (-11.5 points), with cafes & snack bars (-11.4 points) a close runner-up. Interestingly, Ms Lim highlighted that both are subsectors more dependent on manpower.

Jointly developed by ISES and the Singapore Workforce Development Agency, CSISG was first launched in April 2008 and measures customer satisfaction across eight core economic sectors in Singapore on a quarterly and annual basis.