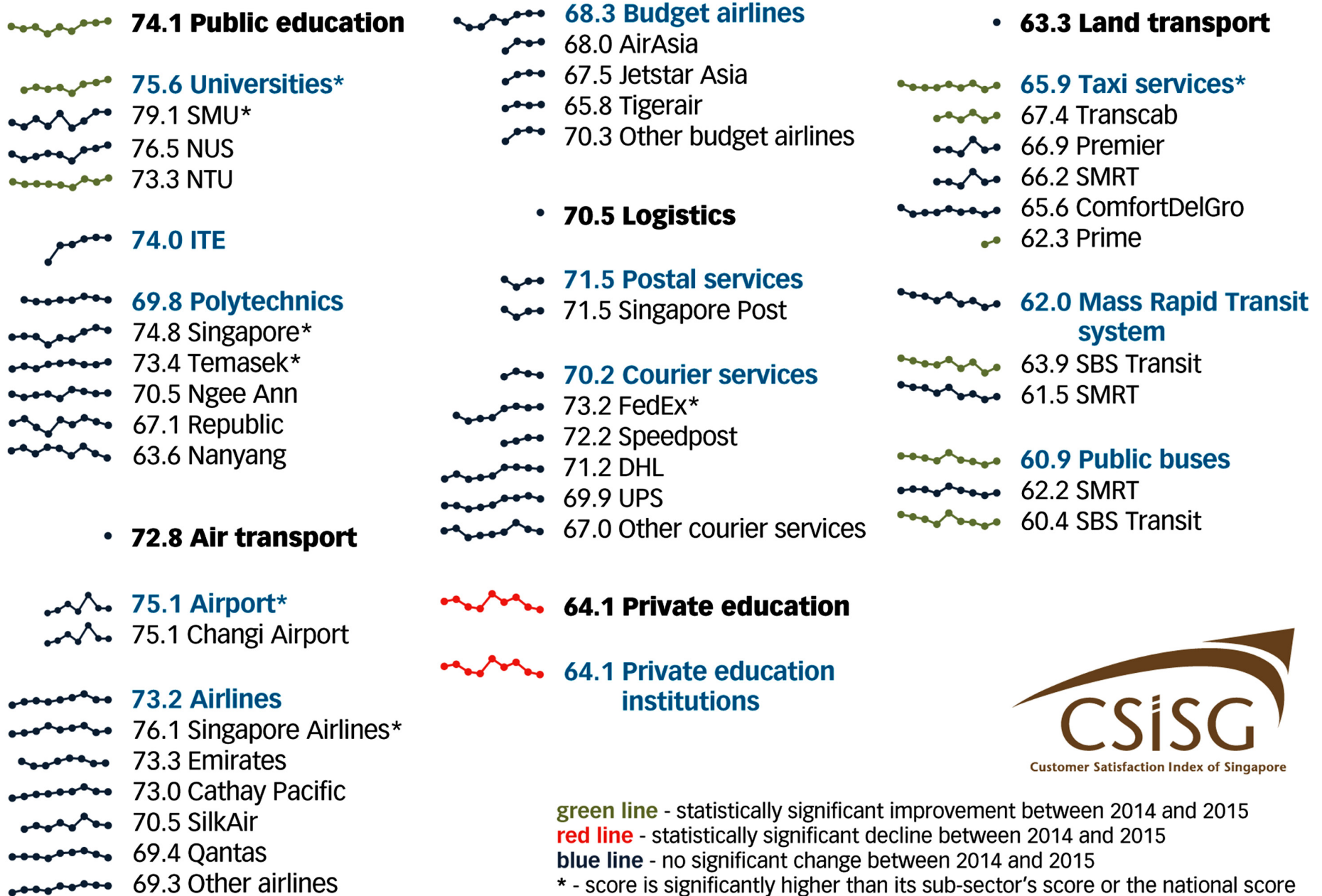


Education and transport scorecard



Source: Institute of Service Excellence

Customer Satisfaction Index of Singapore

THE Customer Satisfaction Index of Singapore (CSISG) is an annual benchmark of customer satisfaction, covering nine key economic sectors in Singapore. Produced by the Institute of Service Excellence at the Singapore Management University (ISES), CSISG measures customers' cumulative satisfaction with companies.

The index is released every quar-

ter, covering up to three industry sectors each time. The latest Q2, 2015 index that was unveiled last month covered the results for air transport, land transport, logistics, public education, and private education sectors.

The scores are generated based on survey data collected from end-users after consumption of products and services. According to ISES, the index

complements production-based economic measures such as GDP by providing an assessment from the buyers' point of view.

In total, there were 13,292 unique responses covering 314 companies and entities in the air transport, land transport, logistics, private education, and public education sectors. Some 32 entities have published scores.