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## Customers less satisfied with services now: Survey

**Six out of eight sub-sectors in transport and logistics saw customer satisfaction declining from a year ago.**

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File photo: Commuters at the Raffles Place MRT station in Singapore. (AFP/Roslan Rahman)

SINGAPORE: Customers of the transport and logistics, and private education sectors are generally less satisfied with the providers' services compared with previous years, according to the 2014 second quarter Customer Satisfaction Index of Singapore released on Friday (Sep 12).

Conducted by the Singapore Management University's Institute of Service Excellence, the report garnered about 13,002 responses from 333 companies and entities in the public education, private education, and transport and logistics sectors.

Customer satisfaction with the transport and logistics sector fell by 0.8 per cent, while satisfaction with the private education sector dipped by 8.3 per cent. The public education sector's scores, however, remained unchanged.

Of the eight sub-sectors that make up the transport and logistics sector, six recorded declining year-on-year scores, namely: airlines, Changi Airport, courier services, MRT, public buses and taxis.

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Customer satisfaction with the MRT system fell by 6.8 per cent, public buses fell by 3.6 per cent, and taxis fell by 6.1 per cent. Airlines saw customer satisfaction declining by 3.8 per cent, while Changi Airport saw the biggest drop of 11.8 per cent.

The only significant improvement in the transport and logistics sector was postal services, which saw customer satisfaction improving by 5.7 per cent from last year.

A key finding in the MRT sector was that commuters who used more than one mode of transport were significantly less satisfied than those who only used the MRT to go to work.

“This finding suggests that factors outside the control of SMRT and SBS Transit’s train networks are negatively impacting customer satisfaction for these operators,” said Ms Caroline Lim, director of ISES.

“This is an example of how designing a rigorous experience will sometimes require companies to think outside the box, and indeed outside the company, to involve various stakeholders that will have a role in ensuring a positive customer experience,” she added.

-TODAY/cy