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## Customer satisfaction in Singapore rises for 4th consecutive year: SMU study

By Nadia Jansen Hassan April 2, 2015



People queue inside a DBS bank branch in Singapore. (Photo: AFP/Roslan Rahman)

SINGAPORE: Customer satisfaction in Singapore for 2014 reached a record high, backed by strong ratings from the Finance and Insurance and Healthcare sectors, said the Institute of Service Excellence at Singapore Management University (ISES) in a news release on Thursday (Apr 2).

Last year's Customer Satisfaction Index (CSISG) rose for the fourth consecutive year to 71.1 points, on a 0 to 100 scale - a 0.6 per cent increase from 2013 and the highest since CSISG started tracking Singapore's customer satisfaction levels in 2007.

Conducted by ISES, the study recorded 41,270 unique responses covering 2,501 companies in the nine measured industry sectors.

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ISES said the improvement was contributed primarily by two sectors in the fourth quarter: Finance and Insurance and Healthcare, with both registering marked year-on-year improvements.

The Finance and Insurance sector scored 72.4 points, a 3.24-point improvement over its 2013 performance. The Healthcare sector scored 71.0 points, a 1.09-point year-on-year increase, according to the release.

Ms Caroline Lim, director of ISES, said: "The continued improvement is a positive indicator for Singapore's service competitiveness on a world stage. Similar studies of customer satisfaction in other countries show that we are not far behind economies with traditionally strong service cultures, such as the United States and South Korea."

Two sectors - Info-Communications and Public Education - registered similar performances from the previous year. Although there were changes in the figures, ISES said the sample sizes for these two sectors were too small.

Food and Beverage and Private Education were among the sectors that took a hit, along with Retail, Tourism and Transport & Logistics. ISES said these sectors have been affected by the tight labour crunch.

"It is a supply and demand issue," said Dr Marcus Lee, academic director of ISES. "They need to rethink the experience or the flow, so they can use technology automation to handle more customers more efficiently."