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**News Release**

**Customer Satisfaction In The Retail And Info-Communications Sectors  
Continue To Rise**

**Singapore, 27 June 2019 (Thursday)** – The Institute of Service Excellence (ISE) at the Singapore Management University (SMU) (卓越服务研究院) released the 2019 Q1 Customer Satisfaction Index of Singapore (CSISG) results for the Retail and Info-Communications sectors today.

Both industry sectors increased their respective scores for the fifth consecutive year and recorded statistically higher levels of customer satisfaction compared to the same period last year. The Retail sector improved by 1.1% year-on-year to score 73.4 points (on a 0 to 100 scale). The Info-communications sector made even stronger gains, scoring 72.1 points, a 2.4% improvement over 2018. These results were based on 6,900 interviews with retail customers and info-communication service subscribers. The study was conducted between January and April 2019.

Within the Retail sector, which comprised of four constituent sub-sectors, the Department Stores and e-Commerce sub-sectors showed marked improvements of 1.6% and 1.5% year-on-year, respectively; both the Department Stores and e-Commerce sub-sectors recorded 73.0 points in customer satisfaction. The other two Retail sub-sectors, namely Fashion Apparels and Supermarkets, recorded smaller upticks over the past year to score 73.4 points and 73.6 points, respectively.

A key observation this year across all four Retail sub-sectors was local customers' noticeably improved levels of perceived value. Across a three-year period, satisfaction with the "Attractiveness of promotions" at department stores, supermarkets, and e-commerce sites were also observed to be substantially improved.

"These in-store and online promotions, coupled with improvements across several other quality-related attributes, such as product availability and staff knowledge, have notably raised customers' perceptions of quality and value.

"By balancing investments in drivers of quality alongside targeted price promotions, businesses can sustainably raise customer perceptions over time," remarked Ms Neeta Lachmandas (妮塔·拉切曼达斯), ISE Executive Director (执行总监).

The Info-Communications sector also saw marked improvements in two of its four constituent sub-sectors. The Broadband sub-sector scored 70.6 points while the PayTV sub-sector scored 70.2 points, improvements of 2.6% and 3.2% year-on-year, respectively. The Mobile Telecom and Wireless@SG sub-sectors also recorded higher scores from the previous year, at 72.7 points and 73.2 points, respectively. However, these upticks were not considered statistically significant.

Further scrutiny of the three telco sub-sectors showed that product-related quality attributes such as “Range of subscription plans” and “Data speeds” rate relatively well among surveyed customers. Comparatively, service-related attributes such as “Has customer’s best interest at heart” and “Makes customer feel assured” performed relatively poorer. Impact analysis of these quality attributes revealed that it was in fact these service-related attributes that were bigger drivers of quality, as compared to the product-related attributes.

Mr Chen Yongchang (陈勇畅), ISE Head of Research and Consulting, said, “New entrants into the Singapore telco market have prompted the incumbents to be very competitive in the product space, and this was reflected in the improved product attribute ratings.

“However, the analysis revealed that attributes that connect with customers’ sense of assurance and empathy were the biggest drivers of perceived quality. Telcos that successfully engage their customers in these areas will likely reap the most benefits in terms of overall satisfaction and long-term loyalty,” he concluded.

Please refer to Annex A for a background on the CSISG and Annex B for the detailed scores.

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## **About the Customer Satisfaction Index of Singapore**

The Customer Satisfaction Index of Singapore (CSISG) is a landmark study that computes customer satisfaction scores at the national, sector, sub-sector, and company levels with the intent of producing a rigorous, objective and comprehensive assessment of Singapore's service levels. The CSISG is the only national customer satisfaction measurement tool able to provide organisations with exclusive cross-industry benchmarking insights. The study also provides measured companies with predictive analytics using regression models to pinpoint drivers that would deliver the most impact on customer experience.

## **About the Institute of Service Excellence (ISE) at Singapore Management University**

The Institute of Service Excellence was jointly set up by Singapore Management University and Singapore Workforce Development Agency in July 2007 to elevate service levels and promote a culture of service excellence in Singapore. Working in close collaboration with government agencies and business leaders, ISE champions service excellence through an integrated approach that encompasses benchmarking and analysis, research and thought leadership, as well as industry engagement.

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## **Annex A**

### **About the Customer Satisfaction Index of Singapore (CSISG)**

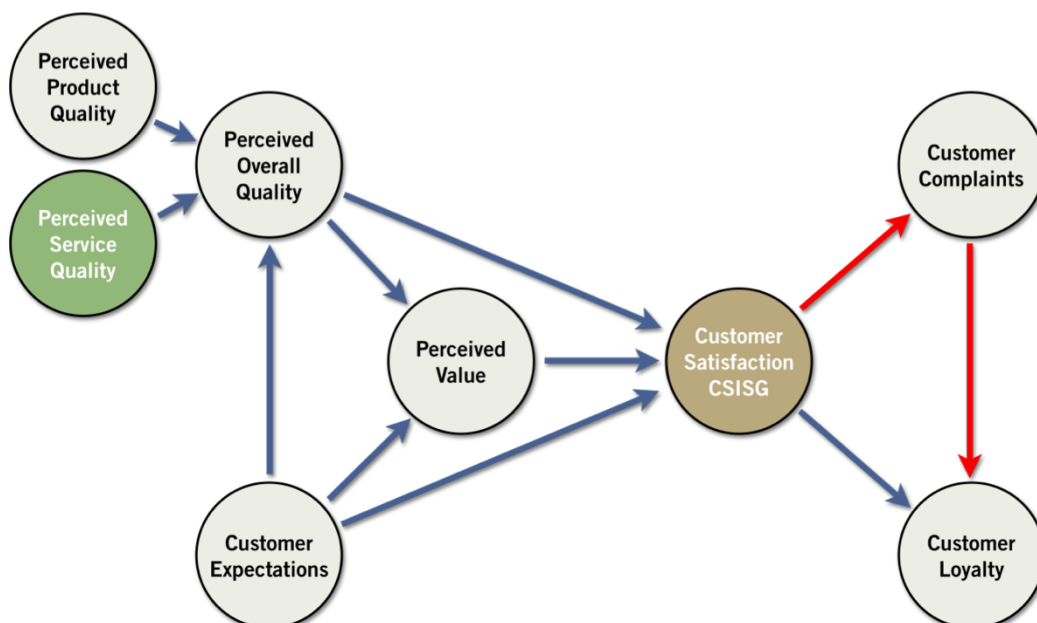
The Customer Satisfaction Index of Singapore (CSISG) is a landmark study that computes customer satisfaction scores at the national, sector, sub-sector, and company levels with the intent of producing a rigorous, objective and comprehensive assessment of Singapore's service levels.

CSISG measures customers' cumulative satisfaction with companies. The scores are generated using a structural equations model (please refer to Figure 1) based on survey data collected from end-users after consumption of products and services. Sub-sector scores are derived as a weighted average of company scores, in proportion to the revenue contributions of companies. Sector scores are derived in a similar fashion, aggregating the sub-sector scores proportionately to each sub-sector's revenue contributions. CSISG scores customer satisfaction on a scale of 0 to 100 with higher scores representing better performance.

The methodological foundations of the CSISG are based on the American Customer Satisfaction Index (ACSI) that was developed by the National Quality Research Center (NQRC) at the University of Michigan. ACSI has been standardised measure of customer satisfaction in the United States economy since 1994.

Given that the CSISG is the only national customer satisfaction measurement tool with cross sector capabilities, ISE is able to provide organisations with exclusive benchmarking insights about customer satisfaction as well as use predictive analytics and regression models to pinpoint drivers that would deliver the most impact.

***Figure 1: CSISG expanded model***





## 2019 Q1 SCORES RETAIL AND INFO-COMMUNICATIONS

### HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?



This chart summarises the results of the CSISG 2019 satisfaction scores in the Retail and Info-Communications sectors at the sector, sub-sector and company levels.

Each sector score (in gold) represents a weighted average of their respective sub-sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company scores.

All scores displayed are accurate to one-decimal place. Entities are presented in decreasing levels of satisfaction.

\* Companies indicated with an asterisk(\*) are companies that have performed significantly above their sub-sector average.

\* Sub-sectors indicated with an asterisk(\*) are sub-sectors that have performed significantly above their sector average.

The sparklines indicate the satisfaction score of their respective sectors, sub-sectors and companies over the past few years.

- statistically significant increase in customer satisfaction from 2018 to 2019
- statistically significant decrease in customer satisfaction from 2018 to 2019
- no significant year-on-year change in customer satisfaction score

CSISG Quarter 1

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018-2019 Year-on-Year Change / % Change	SECTOR / Sub-sector / Company Measured
68.2	70.6	69.1	72.2	69.6	70.0	71.7	72.1	72.6	73.4	+0.83 (+1.1%)	RETAIL (Sector)
70.0	70.8	70.3	75.2	68.4	68.6	70.2	71.2	71.8	73.0	+1.17 (+1.6%)	Department Stores (Sub-sector)
76.7	72.5	74.1	79.8	71.4	71.7	73.2	73.6	74.2	74.5	+0.32 (+0.4%)	DFS
68.1	70.4	68.6	75.1	68.0	67.0	69.1	71.7	72.6	73.9	+1.29 (+1.8%)	Metro
67.0	72.0	69.7	75.0	69.4	69.4	71.2	72.1	72.3	73.9	+1.58 (+2.2%)	Robinsons
70.0	71.6	71.9	75.2	69.5	70.9	71.7	72.1	73.0	73.4	+0.40 (+0.5%)	Takashimaya
70.2	71.8	71.9	75.8	67.9	67.3	68.6	70.1	71.3	73.3	+2.07 (+2.9%)	Tangs
NM	NM	NM	NM	NM	NM	NM	70.8	71.2	71.5	+1.59 (+2.2%)	BHG
67.0	70.6	68.5	76.2	69.7	70.8	71.0	70.9	72.0	72.7	+0.73 (+1.0%)	Isetan
67.0	66.4	69.3	70.7	66.7	69.4	NM	69.2	69.6	70.9	+1.25 (+1.8%)	OG
64.6	68.3	67.0	73.0	66.0	65.8	67.5	70.3	70.4	71.6	+1.23 (+1.8%)	Other department stores
65.4	67.9	67.9	70.0	71.1	70.6	71.5	72.4	72.9	73.6	+0.72 (+1.0%)	Supermarkets (Sub-sector)
65.4	66.3	68.5	71.4	70.9	70.7	71.7	73.1	73.6	74.2	+0.61 (+0.8%)	NTUC FairPrice
65.8	68.0	67.0	66.8	71.6	69.4	71.9	72.4	73.1	73.7	+0.57 (+0.8%)	Sheng Siong
67.1	69.0	67.9	69.5	71.7	71.6	72.5	72.3	72.7	73.5	+0.85 (+1.2%)	Cold Storage
NM	NM	NM	NM	NM	NM	NM	71.1	71.6	71.9	+0.93 (+1.3%)	Giant
64.9	68.1	65.5	66.3	69.2	67.3	67.6	70.0	70.7	71.9	+1.19 (+1.7%)	Other supermarkets
66.4	68.5	70.0	71.5	69.2	69.3	71.9	72.5	72.8	73.4	+0.64 (+0.9%)	Fashion Apparels (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	71.5	71.7	71.4	+2.72 (+3.8%)	Giordano
NM	NM	NM	NM	NM	NM	NM	69.6	75.5	76.0	-1.98 (-2.6%)	Zara
NM	NM	NM	NM	NM	NM	NM	73.1	72.9	73.6	+0.14 (+0.2%)	G2000
NM	NM	NM	NM	NM	NM	NM	72.5	71.1	74.2	-0.74 (-1.0%)	H&M
NM	NM	NM	NM	NM	NM	NM	NM	72.1	73.6	-0.28 (-0.4%)	Esprit
NM	NM	NM	NM	NM	NM	NM	69.9	71.9	70.1	+2.50 (+3.6%)	Cotton On
NM	NM	NM	NM	NM	NM	NM	74.0	71.2	71.2	+1.04 (+1.5%)	Hang Ten
NM	NM	NM	NM	NM	NM	NM	NM	73.6	75.4	-3.27 (-4.3%)	Adidas
NM	NM	NM	NM	NM	NM	NM	74.8	73.2	71.7	+0.32 (+0.4%)	Bossini
NM	NM	NM	NM	NM	NM	NM	74.5	72.4	74.9	-3.33 (-4.5%)	Uniqlo
NM	NM	NM	NM	NM	NM	NM	71.4	72.7	72.0	+2.12 (+2.9%)	Other fashion apparels stores
NM	NM	NM	NM	NM	NM	NM	71.1	71.4	72.0	+1.07 (+1.5%)	e-Commerce (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	73.2	73.7	74.2	+0.52 (+0.7%)	Zalora
NM	NM	NM	NM	NM	NM	NM	72.0	73.1	73.7	+0.52 (+0.7%)	Fave
NM	NM	NM	NM	NM	NM	NM	71.6	72.6	73.4	+0.43 (+0.6%)	Ebay
NM	NM	NM	NM	NM	NM	NM	70.3	71.5	72.1	+1.20 (+1.7%)	Qoo10
NM	NM	NM	NM	NM	NM	NM	72.0	71.7	72.1	+0.95 (+1.3%)	Taobao/Tmall
NM	NM	NM	NM	NM	NM	NM	70.6	71.4	71.4	+1.22 (+1.7%)	Carousell
NM	NM	NM	NM	NM	NM	NM	69.3	70.0	71.2	+0.86 (+1.2%)	Amazon
NM	NM	NM	NM	NM	NM	NM	NM	69.2	69.8	+1.27 (+1.8%)	Other e-Commerce
64.4	64.3	65.9	67.7	66.8	67.4	68.5	69.6	70.4	72.1	+1.69 (+2.4%)	INFO-COMMUNICATIONS (Sector)
64.7	64.5	66.3	67.7	67.2	68.4	69.2	70.2	71.1	72.7	+1.62 (+2.3%)	Mobile Telecom (Sub-sector)
63.5	64.5	65.6	69.3	68.1	69.4	72.0	73.0	74.1	75.2	+1.13 (+1.5%)	Singtel
65.7	64.1	66.6	66.8	67.2	69.0	67.5	69.2	69.4	71.9	+2.48 (+3.6%)	StarHub
65.7	65.3	68.0	64.3	64.4	63.9	65.0	66.6	67.9	69.7	+1.77 (+2.6%)	M1
63.6	62.9	64.2	67.5	65.3	64.9	67.0	68.2	68.9	70.6	+1.76 (+2.6%)	Broadband (Sub-sector)
63.8	63.7	64.4	67.5	65.8	66.9	67.0	68.2	68.9	70.9	+1.99 (+2.9%)	StarHub
65.6	63.7	63.9	64.3	66.2	66.2	67.5	68.2	69.4	70.9	+1.44 (+2.1%)	M1
63.1	62.2	64.0	67.7	65.1	64.1	66.9	68.0	68.7	70.2	+1.57 (+2.3%)	Singtel
NM	NM	NM	NM	66.5	65.1	66.6	67.4	68.1	70.2	+2.15 (+3.2%)	PayTV (Sub-sector)
NM	NM	NM	NM	67.0	66.6	67.7	67.6	68.8	70.7	+1.84 (+2.7%)	StarHub
NM	NM	NM	NM	65.0	64.4	65.8	66.9	67.3	69.7	+2.45 (+3.6%)	Singtel
NM	NM	NM	NM	61.5	59.6	69.6	70.3	71.7	73.2	+1.46 (+2.0%)	Wireless@SG (Sub-sector)

NM Not Measured

NA Not Applicable

Customer Satisfaction scores are based on a 0 to 100 scale.

Note 1 "Groupon" was renamed to "Fave" in 2018