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## Customer satisfaction drops for Singapore's F&B and tourism sectors: Survey

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Changi Airport. TODAY FILE PHOTO

SINGAPORE — Latest survey results have revealed a significant dip in tourist satisfaction for Food & Beverage (F&B) and Tourism sectors, while satisfaction for locals remains unchanged.

This was one of the findings of the 2014 third quarter (Q3) Customer Satisfaction Index of Singapore (CSISG) released by the Institute of Service Excellence at the Singapore Management University (ISES) this morning (Nov 25).

Overall customer satisfaction for the F&B sector has fallen 6.5 per cent from last year, scoring 65.8 points out of 100.

The tourism sector, registering a similarly significant decline in customer satisfaction, fell 7.3 per cent, scoring 69.1 points out of 100.

The decline in customer satisfaction at the Restaurants and Cafe & Snack Bars sub-sectors pulled down the overall F&B sector score while the Attractions and Hotels sub-sector contributed to the dip in the overall Tourism sector score.

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The decrease in Restaurants and Cafés & Snack Bars sub-sectors was due largely to significantly less satisfied tourist customers, who gave lower ratings to all five F&B sub-sectors measured in the survey.

Significant and impact-full restaurant touchpoints such as bill timeliness and accuracy, cleanliness, food quality, ease of reservation, time taken to receive the right order and staff responsiveness were also found to be rated poorer by the tourists.

The survey, which was conducted between June and September earlier this year, garnered a total of 8,600 unique responses about customer experiences in the F&B and Tourism sectors.