

Customer service in Q3 2012 generally met expectations: Survey

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SINGAPORE - Customer service in the food & beverage (F&B) sectors generally met consumers' expectations, according to the latest Customer Satisfaction Index of Singapore (CSISG) 2012 Q3 survey conducted by the Institute of Service Excellence at the Singapore Management University (ISES).

Scoring an overall 67.7 points - an improvement of 0.3 points from last year - on a 100-point scale, customer satisfaction increased in sub-sectors such as restaurants, cafes, food courts and fast food restaurants.

However, the tourism sector fared significantly lower compared to last year, with a decline of 3.5-points to 70.0 points led by a decrease in satisfaction in the hotel sub-sector. Other sub-sectors such as attractions and travel agencies and tour operators also registered drops in points.

Touchpoints which revealed significant impacts in these drop include clarity of directions in hotel, room amenities, ease of reservations and check-in process.

The survey also showed a converging gap between satisfaction levels of tourists and locals, with tourists' perceived quality and satisfaction declining year-on-year.

Conducted between June to August, the survey had 8,968 responses from both locals and outgoing tourists, who were surveyed based on their perceived quality and satisfaction in both sectors. WOO SIAN BOON