

CSISG 2014 Q1 INFO-COMMUNICATIONS SECTOR FINDINGS

# Going beyond service

*Product quality, not service, caused dip in satisfaction score in info-communications sector*

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**SINGAPORE** – Mr Ernest Ho switched broadband service providers for his home three years ago because his current provider offered a better package and more competitive pricing. The 28-year-old engineer said: “The product is pretty similar and none of the major broadband providers are particularly outstanding, so I just picked the package that was best priced.”

According to Customer Satisfaction Index of Singapore (CSISG) findings released by the Institute of Service Excellence at Singapore Management University (ISES), the satisfaction score for the info-communications sector decreased by 1.3 per cent to 66.8 points, year-on-year.

The mobile telecoms sub-sector

registered a 1.3-per-cent decrease to 67.2 points, although the statistically significant dip came from the broadband sub-sector, whose score fell by 3.3 per cent to 65.3.

The results indicated that re-contract customers (those who have been with their service providers for two years or more) had greater levels of satisfaction and loyalty, compared to new customers.

The gap between expectations and perceived quality was also smaller for re-contract customers.

M1 was the only telco to see a score improvement in the broadband sub-sector, from 64.4 to 66.2. Assistant General Manager of Corporate Communications Chua Hian Hou said that findings from customer feedback channels indicated that both long-tenure and new customers are satisfied with the company’s products and services.

He added: “We will continually enhance our networks, products and services, as well as introduce innova-

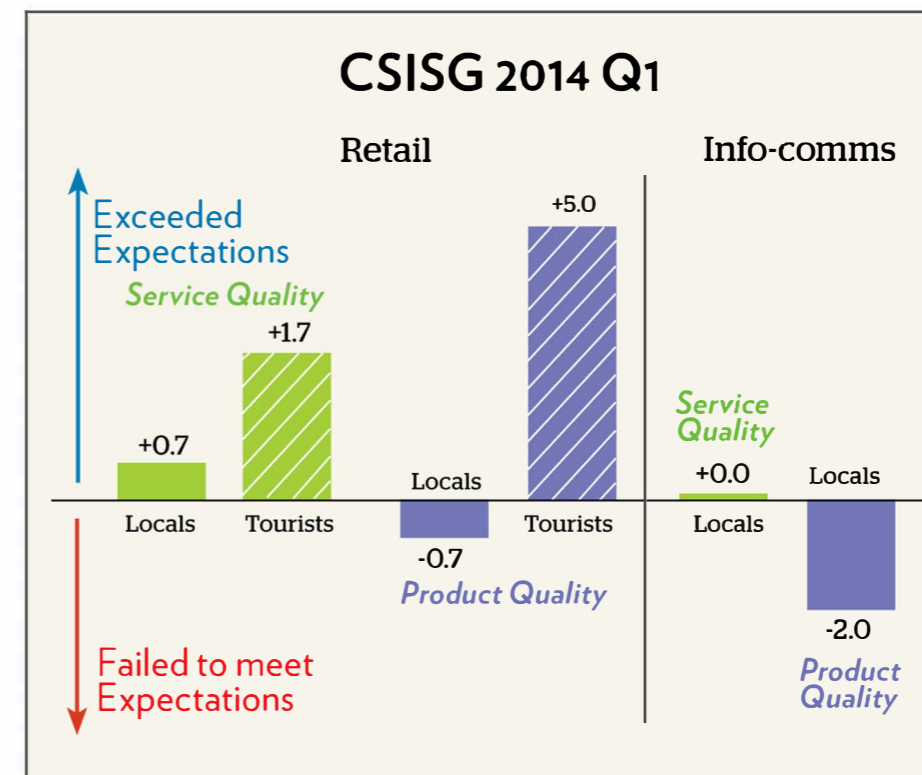
tive new relevant products to cater to our customers’ needs. We will also continue to enhance our reward programme for our loyal customers.”

Efforts to improve not just service but also product offerings are especially crucial given that the CSISG survey also threw up the finding that in both the retail and info-communications sectors, customer expectations were met in the area of service quality but not product quality.

Mr Ho has no plans to switch service providers in the near future as he is a “generally satisfied” customer. But it’s not out of the question if a more attractive package comes along.

Mr Thomas Tan, 37, is unhappy that he is stuck with his cable TV provider because his building is not wired to be connected to the competition. He said: “I am not satisfied with the cable TV programming I am getting, but I don’t have the option of switching.”

He added: “All TV programmes should be available regardless of service provider. Right now, I can’t watch



certain shows because my service provider doesn’t carry them.”

ISES Director Caroline Lim said that it is important for businesses to look beyond customer service and frontline employees as the sole measure of customer satisfaction. She added: “Organisations could approach customer satisfaction more holistically by re-examining their offerings, policies and business processes that will affect the customer experience.”