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SINGAPORE – Customers of the Transport and Logistics, and Private Education sectors are generally more unsatisfied with the providers' services compared to previous years, according to the 2014 second quarter Customer Satisfaction Index of Singapore results revealed today (Sept 12).

Conducted by the Institute of Service Excellence at the Singapore Management University, the report garnered some 13,002 responses from 333 companies and entities in the Public Education, Private Education and Transport and Logistics sectors.

Amongst the findings, the Transport and Logistics sector fell by 0.8 per cent while the Private Education sector dipped by 8.3 per cent. The Public education sector's scores, however, remained unchanged.

Of the eight measured sub-sectors that make up the Transport and Logistics sector, six recorded declining year-on-year scores, namely: Airlines, Changi Airport, Courier Services, MRT system, Public buses and Taxi Services.

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MRT fell by 6.8 per cent, Public buses fell by 3.6 per cent, and Taxis fell by 6.1 per cent.

On a whole, the Airlines sub-sector, it fell by 3.8 per cent. And as for the Airport sub-sector, Changi airport saw a staggering decrease of 11.8 per cent in its customers' satisfaction.

The only significant improvement for the Transport and Logistics sector was Postal Services. Singpost increased by 5.7 per cent from last year.

A key finding within the MRT sector saw that those who used more than one mode of transport were significantly less satisfied with the MRT operator than those who only used the MRT to go to work.

"This finding suggest that factors outside the control of SMRT and SBS Transit's train networks are negatively impacting customer satisfaction for these operators," said Ms Caroline Lim, director of ISES.

"This is an example of how designing a rigorous experience will sometimes require companies to think outside the box, and indeed outside the company, to involve various stakeholders that will have a role in ensuring a positive customer experience," she added.