

Finding out how SMEs score

SINCE 2007, the Institute of Service Excellence at SMU (ISES) has been polling customers of companies from the services sectors on how satisfied they are with the level of service delivered. Only the larger brands for whom ISES is able to gather more than 250 survey responses have been individually scored on the Customer Satisfaction Index of Singapore (CSISG) rankings.

ISES academic director Marcus Lee says: "By nature of the fact that the national score is representative of customer satisfaction levels across Singapore, the CSISG has very high resolution for the largest companies and conversely very low resolution for the smaller ones."

But any small- and medium-sized enterprises (SMEs) feeling left out of the customer-satisfaction loop can now pay to get measured too. The institute has developed an online diagnostic tool it calls "myCSISG", so all firms can use the CSISG methodology to poll customers on their level of satisfaction and score themselves.

Dr Lee sees it as "a way for smaller companies to benefit from the same robust analytics that underpin the CSISG". The tool is easy to use, so companies can focus on improving in areas that matter most to their customers, he says. As the online tool uses the same methodology and questions as those in the national survey, companies are also able to benchmark themselves against their competitors.

Generating each CSISG report costs \$1,500, excluding the Goods and Services Tax, but companies can use grants under Spring Singapore's Customer Centric Initiative to cover this.

To generate a report, a company first registers for a myCSISG account online and downloads a core questionnaire and data template. It then conducts surveys with a random selection of its customers, collates their responses and fills in the data template.

A company can edit some attributes relating to overall quality, product quality or service quality within the core questionnaire, but not other items. This ensures that results can be compared against the national and sectoral CSISG scores.

Once the surveys are done, the completed data set is uploaded and submitted to ISES, which processes the data to generate a report.

The report gives an overview of the company's score and identifies its key drivers of customer satisfaction. It also gives an indication of how each of the CSISG model's key satisfaction drivers – perceived quality, perceived value and expectations – affect customers' satisfaction and loyalty.

While all companies can participate, the ISES expects this tool to benefit those with a wide base of customers more because they will likely be able to gather more insights.



A quarterly series brought to you by the Institute of Service Excellence at Singapore Management University (ISES). Featuring findings from the Customer Satisfaction Index of Singapore, it also reveals insights on leadership and strategy from industry leaders, particularly in leveraging customer satisfaction as a competitive advantage.

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