

TOP FAVOURITE
 Changi Airport's customers were happier than ever, pushing its score to a record 85.5 points. Passengers were happier too – full-service airlines' score rose 2.5 points, LCCs were 4.9 points up.
 PHOTO: REUTERS



Flying is fun, buses are another story

But passengers rate MRT's quality higher in latest satisfaction index

By Teh Shi Ning
 tshining@sph.com.sg
 Singapore

COMMUTERS are as dissatisfied with public transport as they were a year ago, even though MRT passengers now think more highly of the quality provided by the train operators.

While more comfort on their rides, higher train frequency and better punctuality raised perceptions of quality, the public transport sub-sector still lags behind the rest of the transport and logistics sector, the latest Customer Satisfaction Index of Singapore (CSISG) report shows.

Commuters polled between May and July reported no significant change in how happy they were with public transport operators. This resulted in a score of 60.6 for public buses and 64.1 for the MRT system – far below the overall transportation and logistics sector's improved score of 72.7.

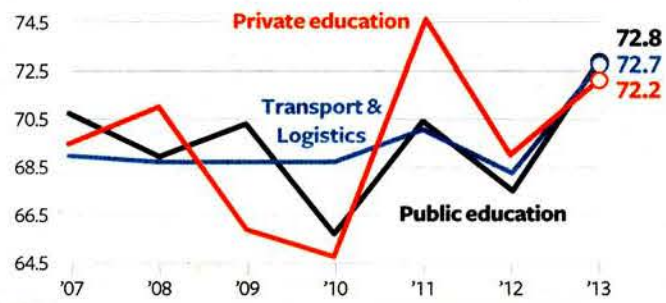
Meanwhile, Changi Airport's customers were happier than ever, pushing its score to a record 85.5 points – the highest in the CSISG's seven-year history.

The various airlines whose planes land at and take off from Changi also had happier passengers. Full-service airlines' score rose 2.5 points to 77.1, while low-cost carriers (LCCs) or budget airlines' score gained 4.9 points to 67.5.

Public buses and trains' performance also paled in comparison with that of taxis, a sub-sector which improved three points to score 67.3.

But the Institute of Service Excellence at Singapore Management University (ISES), which homes in on two economic sec-

More satisfaction CSISG 2013 Q2 sector results



Graphic: Hyrie Rahmat

Source: Institute of Service Excellence, SMU

tors a quarter to compile the CSISG scores, said that there are signs of satisfaction improving.

SBS Transit, which operates the North-East Line, managed a significant increase in commuter satisfaction, to 67.3. And the three factors which most influence MRT passengers' perceptions of quality – ride comfort, train frequency, and punctuality – were all rated more highly.

"Over time, this should lead to improved customer experience and satisfaction levels. The challenge is for all companies to keep their finger on the pulse on what matters most to their customers, and deliver on it," said ISES academic director Marcus Lee.

ISES also polled students from public and private educational institutions. Universities made a 6.4-point jump to a score of 73.1, while the polytechnics scored 72.2, 2.5 points higher than a year ago. The ITE marked a third consecutive year of improvement in student satisfaction, scoring 73.2 points. The commercial schools of the private education sector also report-

ed an improved score of 72.2.

Scores for the transportation and logistics and education sectors were based on more than 11,000 unique responses collated via face-to-face interviews with Singapore residents in their homes and departing tourists at Changi Airport.