

Customer satisfaction scores for retail & info-communications sectors improve

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SINGAPORE: Customer satisfaction scores for the retail and info-communications sectors improved between 2012 and 2013.

This is according to the 2013 first quarter Customer Satisfaction Index of Singapore (CSISG) results for these sectors, released by the Institute of Service Excellence at the Singapore Management University on Thursday.

The latest customer satisfaction survey, which was carried out in January and April this year, garnered 7,656 responses.

Customer satisfaction for the retail sector climbed 3.0 points to 72.2 points, with department stores, furniture stores, petrol service stations and supermarkets seeing stronger performances.

Departmental stores improved by 4.9 points to 75.2 points. Topping the sub-sector was DFS with 79.8 points.

Furniture stores rose 7.2 points to 74.9 points. IKEA in particular registered an 8.1-point surge to hit 75.5 points.



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Petrol service stations improved by 1.8 points to 70.6 points. Shell led the pack with 72.4 points.

Supermarkets notched up 2.1 points to 70.0 points. The top scorer was NTUC FairPrice with 71.4 points.

The satisfaction score for the info-communications sector rose by 1.7 points to 67.7 points.

The three major telcos collectively pushed customer satisfaction in the broadband sub-sector to a record high of 67.5 points, up by 3.3 points.

SingTel topped both broadband (67.7 points) and mobile telecommunications (69.3 points) sub-sectors - a first since 2007.

Customer satisfaction is scored on a 0 to 100 scale.

The CSISG data showed a new trend continuing into 2013 in terms of customer loyalty among telco subscribers.

Traditionally, longer-tenured customers tend to be more loyal than newer customers.

However this changed in 2012 when new customers' loyalty scores increased while longer-tenured customers registered lower loyalty scores.

Customer loyalty is measured using two criteria - how likely customers would repurchase contracts from a telco, and how much the telco had to lower their prices for them to make purchases.

Director of Institute of Service Excellence at Singapore Management University, Caroline Lim, said that the surveys give companies a sense of how well they are doing.

"These surveys do have a role to play. They help us understand how competitive we are in terms of the different sectors, and also what kind of intervention can be put in place to help us further improve service standards.

"Companies can also take a leaf from their performance, as well as that of their competitors and other industry players, to then have a sense of how well they are doing, satisfying their customers and how well their rivals are satisfying their customers."

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