

SMU survey shows customer satisfaction in F&B, tourism sectors on upward trend

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POSTED: 26 Nov 2013 18:29

Customer satisfaction in Singapore's F&B and tourism sectors is on an upward trend, according to a survey by the Singapore Management University (SMU).



Tourists gather in front of the iconic statue of the Merlion in Singapore. (AFP/Roslan Rahman)

SINGAPORE: Customer satisfaction in Singapore's F&B and tourism sectors is on an upward trend, according to a survey by the Singapore Management University (SMU).

The survey of more than 8,000 people found that customer satisfaction in the F&B sector had improved for the fourth consecutive year.

The final score in the index was also a record high since the survey began in 2007.

Improvements came mainly from cafes and restaurants. But pubs, food courts and fast food restaurants showed smaller improvements.

The tourism sector also saw similar improvements in customer satisfaction, driven by hotels and attractions.

Caroline Lim, director of SMU's Institute of Service Excellence, said: "It is an encouraging trend, given the backdrop of tight manpower condition. We think that the results should sustain, if businesses continue to be innovative and transform the way of doing business."