

S'poreans more unhappy with public transport

BY REICO WONG

SINGAPOREANS are increasingly **dissatisfied** with public-transport and education services here, according to the results of the latest customer-satisfaction study by the Institute of Service Excellence at the Singapore Management University (ISES) released yesterday.

Overall customer-satisfaction levels in the transport and logistics sector fell to 68.3 points on the ISES' index, down 2.4 per cent from the previous year.

The study, now in its sixth edition, was conducted between April and June. It was based on close to 12,000 responses.

Specifically, **commuters** were especially unhappy with MRT services here. The sub-sector suffered the largest year-on-year drop in customer satisfaction: A fall of 8.7 per cent to 61.9 points, the lowest since the survey was first conducted in 2007.

Public buses did not fare much better, with customer sat-

isfaction declining 7.2 per cent from a year ago to 61.6 points.

Interestingly, the study found that while customer expectations of MRT and bus services did not change from those a year ago, commuters perceived that operators were delivering a lower quality of service and were less able to meet their demands.

Commuters' expectations of taxi services, on the other hand, were found to have increased.

This could be due to the fare revisions last December, which gave customers an **implicit** signal to expect better service.

But these same customers indicated that they did not experience a difference in the quality of taxi service. This meant a widening gap between their expectations and perceptions of service quality, leading to a drop in overall satisfaction and possibly affecting commuter loyalty.

Mr Marcus Lee, academic director of ISES, said that the drop in customer satisfaction was not unexpected, given the many disruptions in train services that took place over the last year.

He added: "Our analysis showed that touchpoints like the **frequency** of arrivals of trains and buses is very important to commuters, but operators are clearly not doing as well as they should."

"Operators obviously need to fix the problem behind the disruptions, but they also need to engage commuters to be part of the solution."

The study also found that Singaporeans' satisfaction with the quality of education services fell significantly.

The universities saw the largest decline in customer-satisfaction levels, down 5.4 per cent from a year ago to 66.7 points.

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HELPDESK 我的字典

Dissatisfied: 不满 bù mǎn

Commuters: 乘客 chéng kè

Implicit: 含蓄的 hán xù de

Frequency: 频繁性 pín fán xìng
