

Customer satisfaction improves in transport and logistics, education sectors

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Commuters on board a train departing from Pasir Ris towards Joo Koon at about 6.40am on June 24, 2013. Customer satisfaction for the transport and logistics, public and private education sectors have risen, the Customer Satisfaction Index of Singapore (CSISG) for the second quarter of 2013 revealed. -- NP FILE PHOTO: JEREMY LONG

Customer satisfaction for the transport and logistics, public and private education sectors have risen, the Customer Satisfaction Index of Singapore (CSISG) for the second quarter of 2013 revealed. The Customer Satisfaction Index of Singapore is collated by the Institute of Service Excellence at the Singapore Management University (SMU).

For the transport and logistics sector, its customer satisfaction score of 72.7 points out of 100 is the highest since tracking began in 2007. Consisting eight sub-sectors including rail, airline and postal services, the score is a 6.4 percentage point increment from the the same quarter in 2012.

Public and private education sectors also saw increments in customer satisfaction. For public education institutions such as polytechnics, universities and Institutes of Technical Education (ITEs), customer satisfaction went up by 7.9 percentage points from 2012. Likewise, commercial schools in the private education sector also did better in customer service, rising 4.6 percentage points.

Ms Caroline Lim, director of the Institute of Service Excellence at SMU: "We are hopeful that this is indicative of a longer-term levelling up of service standards across these

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industries, and also of enhancing their business competitiveness through this increase in service performance."