

DFS Galleria Singapore heads Customer Satisfaction Index

Published: 10/06/13

Source: ©The Moodie Report

By Melody Ng, Asia Bureau Chief



SINGAPORE. DFS Galleria Singapore – one of the 14 downtown Gallerias by DFS Group worldwide – has topped the Customer Satisfaction Index of Singapore’s (CSISG) Departmental Stores sub-sector for the fourth year running, with a score of 79.8.

The retailer’s customer satisfaction score this year was up by 5.7 point points over 2012. Its highest score to date in the Index also sits above the competition by a significant margin: the average score was 75.2, with the nearest ranking store behind by 3.6 points.

Compiled by the Institute of Service Excellence at the Singapore Management University, the CSISG is designed as an objective barometer of service competitiveness across countries, industry sectors, sub-sectors and companies.

All survey results were derived from face-to-face interviews with DFS Galleria Singapore customers at their residences, conducted between January and April 2013. Interviews were also held at Changi Airport with tourists in Singapore who had recent experiences with DFS. The overall satisfaction score is computed from at least 250 of DFS’s customers.

DFS Asia South Managing Director Craig McKenna said: “We are delighted to once again top the CSISG rankings for departmental stores. I am proud of our team of very loyal employees who are focused on creating a unique and enjoyable shopping experience for our customers. DFS is committed towards relentless employee development to support our frontline team in delivering exceptional customer experiences. We see this as a critical effort towards elevating Singapore’s service standards and hence tourism growth.”

DFS Galleria Singapore’s top placement within CSISG’s Departmental Stores sub-sector comes on the back of several other notable award wins, including its most recent Best People Practices award at the Singapore Service Excellence Medallion ceremony held in April this year.

DFS Group will make a special announcement in the third quarter of 2013 about how it plans to elevate the customer experience in Singapore, and will also reveal further changes at DFS Galleria Singapore.

