

**LARGEST FALL AMONG 12 SUB-SECTORS**

# Postman delivers poorer customer satisfaction

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**SINGAPORE** – Local residents appeared less satisfied with postal services compared to a year ago, according to the latest results from the Customer Satisfaction Index of Singapore (CSISG). Customer satisfaction fell 6.9 per cent year-on-year for postal services, which recorded the largest fall among 12 sub-sectors.

These findings followed complaint letters in the past two months from customers over poor delivery services, and a S\$10,000 fine slapped on SingPost by the Infocomm Development Authority last month for failing to deliver 40,000 letters on time in February.

In response to the drop in customer satisfaction, SingPost pointed out that the survey was conducted when Singapore witnessed its worst haze episode, as it took “proactive measures to safeguard” the health of its outdoor staff, especially the postal officers. “These included reduced outdoor delivery hours to minimise exposure ... These measures, which were critical to the health and welfare of our staff, did result in some disruption and backlog,” SingPost said.

It also recognised rising public expectations because of the changing mail profile, which sees more packages and fewer letters. Its service standards require packages to be delivered between three and five days — unlike faster services offered by courier companies, which also charge more, said SingPost.

The survey, conducted by the Institute of Service Excellence (ISES)

at the Singapore Management University (SMU), polled 250 local residents on postal services between May and July.

Meanwhile, Changi Airport witnessed a 17.4 per cent improvement in customer satisfaction. It was the top performer in the airport sub-sector.

The ISES also gathered input from over 11,000 people for the sectors of transport and logistics, public education and private education. Overall, customers reported more satisfaction across the three sectors.

Improvement was strongest in the public education sector, consisting of polytechnics, Institutes of Technical Education and the three public universities, which witnessed a 7.9 per cent year-on-year increase. Satisfaction increased by 4.6 per cent and 6.4 per cent respectively in the private education, and transport and logistics sectors.

Those surveyed appeared most satisfied with Singapore Airlines, as the carrier topped the list of companies surveyed.

Customer satisfaction rose for the train operations of SMRT and SBS Transit, but remained below levels recorded before the major disruptions that hit the North-South Line in October 2011.

In the public and private education sectors, customer satisfaction rose for most institutions. Students at National University of Singapore were the most satisfied customers, followed closely by peers at SMU and Nanyang Technological University. Commercial schools saw a 4.6 per cent improvement in customer satisfaction.