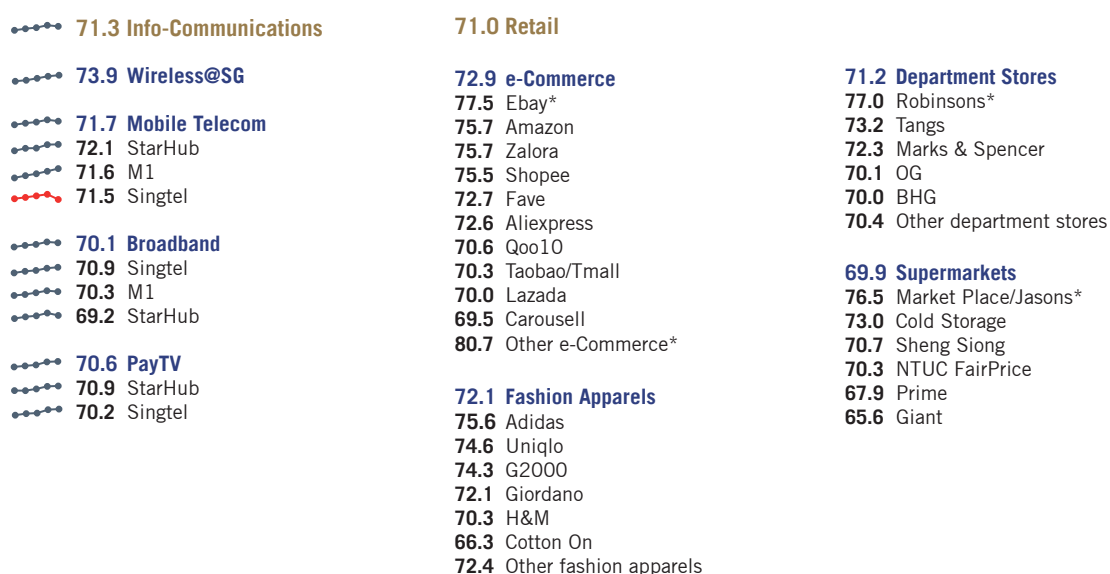


Annex B



2020 Q1 SCORES RETAIL AND INFO-COMMUNICATIONS

HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?



This chart summarises the results of the CSISG 2020 satisfaction scores in the Retail and Info-Communications sectors at the sector, sub-sector and company levels.




Each sector score (in gold) represents a weighted average of their respective sub-sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company scores.

All scores displayed are accurate to one-decimal place. Entities are presented in decreasing levels of satisfaction.

* Companies indicated with an asterisk(*) are companies that have performed significantly above their sub-sector average.

* Sub-sectors indicated with an asterisk(*) are sub-sectors that have performed significantly above their sector average.

The sparklines indicate the satisfaction score of their respective sectors, sub-sectors and companies over the past few years.

-  statistically significant increase in customer satisfaction from 2019 to 2020
-  statistically significant decrease in customer satisfaction from 2019 to 2020
-  no significant year-on-year change in customer satisfaction score

Entities shown in this scorecard have samples of N≥50. For Fashion Apparels, due to the fragmented nature of the sub-sector, entities shown have N≥30.

CSISG Quarter 1

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2019-2020 Year-on-Year Change / % Change		SECTOR / Sub-sector / Company Measured
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.0	NA	NA	RETAIL (Sector)
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.2	NA	NA	<i>Department Stores (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	NM	NM	77.0	NA	NA	Robinsons
NM	NM	NM	NM	NM	NM	NM	NM	NM	73.2	NA	NA	Tangs
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.3	NA	NA	Marks & Spencer
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.1	NA	NA	OG
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.0	NA	NA	BHG
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.4	NA	NA	Other department stores
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.9	NA	NA	<i>Supermarkets (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	NM	NM	76.5	NA	NA	Market Place/Jasons
NM	NM	NM	NM	NM	NM	NM	NM	NM	73.0	NA	NA	Cold Storage
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.7	NA	NA	Sheng Siong
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.3	NA	NA	NTUC FairPrice
NM	NM	NM	NM	NM	NM	NM	NM	NM	67.9	NA	NA	Prime
NM	NM	NM	NM	NM	NM	NM	NM	NM	65.6	NA	NA	Giant
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.1	NA	NA	<i>Fashion Apparels (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	NM	NM	75.6	NA	NA	Adidas
NM	NM	NM	NM	NM	NM	NM	NM	NM	74.6	NA	NA	Uniqlo
NM	NM	NM	NM	NM	NM	NM	NM	NM	74.3	NA	NA	G2000
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.1	NA	NA	Giordano
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.3	NA	NA	H&M
NM	NM	NM	NM	NM	NM	NM	NM	NM	66.3	NA	NA	Cotton On
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.4	NA	NA	Other fashion apparels stores
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.9	NA	NA	<i>e-Commerce (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	NM	NM	77.5	NA	NA	Ebay
NM	NM	NM	NM	NM	NM	NM	NM	NM	75.7	NA	NA	Amazon
NM	NM	NM	NM	NM	NM	NM	NM	NM	75.7	NA	NA	Zalora
NM	NM	NM	NM	NM	NM	NM	NM	NM	75.5	NA	NA	Shopee
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.7	NA	NA	Fave
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.6	NA	NA	Aliexpress
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.5	NA	NA	Carousell
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.6	NA	NA	Qoo10
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.3	NA	NA	Taobao/Tmall
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.0	NA	NA	Lazada
NM	NM	NM	NM	NM	NM	NM	NM	NM	80.7	NA	NA	Other e-Commerce
64.3	65.9	67.7	66.8	67.4	68.5	69.6	70.4	72.1	71.3	-0.76	(-1.0%)	INFO-COMMUNICATIONS (Sector)
64.5	66.3	67.7	67.2	68.4	69.2	70.2	71.1	72.7	71.7	-0.99	(-1.4%)	<i>Mobile Telecom (Sub-sector)</i>
64.1	66.6	66.8	67.2	69.0	67.5	69.2	69.4	71.9	72.1	+0.20	(+0.3%)	StarHub
65.3	68.0	64.3	64.4	63.9	65.0	66.6	67.9	69.7	71.6	+1.92	(+2.8%)	M1
64.5	65.6	69.3	68.1	69.4	72.0	73.0	74.1	75.2	71.5	-3.70	(-4.9%)	Singtel
62.9	64.2	67.5	65.3	64.9	67.0	68.2	68.9	70.6	70.1	-0.59	(-0.8%)	<i>Broadband (Sub-sector)</i>
62.2	64.0	67.7	65.1	64.1	66.9	68.0	68.7	70.2	70.9	+0.68	(+1.0%)	Singtel
63.7	63.9	64.3	66.2	66.2	67.5	68.2	69.4	70.9	70.3	-0.61	(-0.9%)	M1
63.7	64.4	67.5	65.8	66.9	67.0	68.2	68.9	70.9	69.2	-1.73	(-2.4%)	StarHub
NM	NM	NM	66.5	65.1	66.6	67.4	68.1	70.2	70.6	+0.34	(+0.5%)	<i>PayTV (Sub-sector)</i>
NM	NM	NM	67.0	66.6	67.7	67.6	68.8	70.7	70.9	+0.27	(+0.4%)	StarHub
NM	NM	NM	65.0	64.4	65.8	66.9	67.3	69.7	70.2	+0.44	(+0.6%)	Singtel
NM	NM	NM	61.5	59.6	69.6	70.3	71.7	73.2	73.9	+0.77	(+1.1%)	<i>Wireless@SG (Sub-sector)</i>

NM Not Measured

NA Not Applicable

Customer Satisfaction scores are based on a 0 to 100 scale.

Note 1 In 2020, Retail sector switched from a face-to-face survey collection methodology to an online survey collection methodology.