



## 2021 Q1 SCORES RETAIL AND INFO-COMMUNICATIONS

### HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

#### 72.4 Retail

##### 73.3 Fashion Apparels

- 74.1 Giordano
- 73.6 G2000
- 72.4 Uniqlo
- 71.9 Cotton On
- 71.2 H&M
- 73.9 Other fashion apparels

##### 72.7 Department Stores

- 75.7 Takashimaya
- 74.6 Tangs
- 74.5 Mustafa
- 73.2 Isetan
- 73.1 Metro
- 71.2 Marks & Spencer
- 70.9 BHG
- 68.7 OG

##### 72.0 Supermarkets

- 76.1 Market Place/Jasons\*
- 75.2 Sheng Siong
- 74.8 Cold Storage
- 70.3 NTUC FairPrice
- 69.9 Giant
- 68.4 Prime

#### 71.1 e-Commerce

- 75.8 Amazon\*
- 72.7 Taobao/Tmall
- 72.3 Lazada
- 71.8 Zalora
- 71.1 Fave
- 70.1 Carousell
- 69.8 Qoo10
- 69.5 Aliexpress
- 68.6 Shopee
- 73.2 Other e-Commerce

#### 68.5 Info-Communications

##### 73.4 Video Streaming Services\*

- 75.1 Apple TV+
- 75.0 Viu
- 74.2 Netflix
- 70.6 Amazon Prime Video
- 70.4 HBO Go
- 64.6 MeWatch

##### 69.8 Wireless@SG

#### 69.2 Mobile Telecom

- 70.2 StarHub
- 69.1 Singtel
- 69.1 Circles.Life
- 68.6 M1
- 68.3 Other Mobile Telecom Providers

#### 66.9 Broadband

- 68.0 StarHub
- 66.4 Singtel
- 66.2 M1

#### 65.3 PayTV

- 66.2 Singtel
- 63.9 StarHub

This chart summarises the results of the CSISG 2021 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 2020 to 2021



statistically significant decrease in customer satisfaction from 2020 to 2021



no significant year-on-year change in customer satisfaction score

Entities shown in this scorecard have samples of  $N \geq 50$ .

## CSISG Quarter 1

Previously reported scores based on the door-to-door methodology (See Note 1)												2020-2021 Year-on-Year Change / % Change		SECTOR / Sub-sector / Company Measured	
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021						
69.1	72.2	69.6	70.0	71.7	72.1	72.6	73.4	71.0	72.4	+1.34	(+1.9%)	RETAIL (Sector)			
70.3	75.2	68.4	68.6	70.2	71.2	71.8	73.0	71.2	72.7	+1.48	(+2.1%)	Department Stores (Sub-sector)			
71.9	75.2	69.5	70.9	71.7	72.1	73.0	73.4	NM	75.7	NA	NA	Takashimaya			
71.9	75.8	67.9	67.3	68.6	70.1	71.3	73.3	73.2	74.6	+1.41	(+1.9%)	Tangs			
67.3	71.1	65.6	65.6	NM	NM	NM	NM	NM	74.5	NA	NA	Mustafa			
68.5	76.2	69.7	70.8	71.0	70.9	72.0	72.7	NM	73.2	NA	NA	Isetan			
68.6	75.1	68.0	67.0	69.1	71.7	72.6	73.9	NM	73.1	NA	NA	Metro			
NM	NM	NM	NM	NM	NM	NM	NM	72.3	71.2	-1.10	(-1.5%)	Marks & Spencer			
NM	NM	NM	NM	70.8	71.2	71.5	73.1	70.0	70.9	+0.96	(+1.4%)	BHG			
69.3	70.7	66.7	69.4	NM	69.2	69.6	70.9	70.1	68.7	-1.36	(-1.9%)	OG			
67.9	70.0	71.1	70.6	71.5	72.4	72.9	73.6	69.9	72.0	+2.16	(+3.1%)	Supermarkets (Sub-sector)			
NM	NM	NM	NM	NM	NM	NM	NM	76.5	76.1	-0.34	(-0.4%)	Market Place/Jasons			
67.0	66.8	71.6	69.4	71.9	72.4	73.1	73.7	70.7	75.2	+4.49	(+6.4%)	Sheng Siong			
67.9	69.5	71.7	71.6	72.5	72.3	72.7	73.5	73.0	74.8	+1.77	(+2.4%)	Cold Storage			
68.5	71.4	70.9	70.7	71.7	73.1	73.6	74.2	70.3	70.3	-0.01	(-0.0%)	NTUC FairPrice			
NM	NM	NM	NM	71.1	71.6	71.9	72.9	65.6	69.9	+4.30	(+6.6%)	Giant			
NM	NM	NM	NM	NM	NM	NM	NM	67.9	68.4	+0.50	(+0.7%)	Prime			
70.0	71.5	69.2	69.3	71.9	72.5	72.8	73.4	72.1	73.3	+1.23	(+1.7%)	Fashion Apparels (Sub-sector)			
NM	NM	NM	NM	71.5	71.7	71.4	74.1	72.1	74.1	+1.99	(+2.8%)	Giordano			
NM	NM	NM	NM	73.1	72.9	73.6	73.7	74.3	73.6	-0.75	(-1.0%)	G2000			
NM	NM	NM	NM	74.5	72.4	74.9	71.5	74.6	72.4	-2.18	(-2.9%)	Uniqlo			
NM	NM	NM	NM	69.9	71.9	70.1	72.6	66.3	71.9	+5.62	(+8.5%)	Cotton On			
NM	NM	NM	NM	72.5	71.1	74.2	73.4	70.3	71.2	+0.89	(+1.3%)	H&M			
NM	NM	NM	NM	71.4	72.7	72.0	74.1	72.4	73.9	+1.52	(+2.1%)	Other fashion apparels stores			
NM	NM	NM	NM	71.1	71.4	72.0	73.0	72.9	71.1	-1.77	(-2.4%)	e-Commerce (Sub-sector)			
NM	NM	NM	NM	69.3	70.0	71.2	72.0	75.7	75.8	+0.09	(+0.1%)	Amazon			
NM	NM	NM	NM	72.0	71.7	72.1	73.1	70.3	72.7	+2.38	(+3.4%)	Taobao/Tmall			
NM	NM	NM	NM	71.9	NM	NM	NM	70.0	72.3	+2.33	(+3.3%)	Lazada			
NM	NM	NM	NM	73.2	73.7	74.2	74.7	75.7	71.8	-3.85	(-5.1%)	Zalora			
NM	NM	NM	NM	72.0	73.1	73.7	74.2	72.7	71.1	-1.56	(-2.1%)	Fave			
NM	NM	NM	NM	70.6	71.4	71.4	72.6	69.5	70.1	+0.61	(+0.9%)	Carousell			
NM	NM	NM	NM	70.3	71.5	72.1	73.3	70.6	69.8	-0.75	(-1.1%)	Qoo10			
NM	NM	NM	NM	NM	NM	NM	NM	72.6	69.5	-3.09	(-4.3%)	Aliexpress			
NM	NM	NM	NM	NM	NM	NM	NM	75.5	68.6	-6.95	(-9.2%)	Shopee			
NM	NM	NM	NM	NM	69.2	69.8	71.1	80.7	73.2	-7.47	(-9.3%)	Other e-Commerce			
65.9	67.7	66.8	67.4	68.5	69.6	70.4	72.1	71.3	68.5	-2.85	(-4.0%)	INFO-COMMUNICATIONS (Sector)			
66.3	67.7	67.2	68.4	69.2	70.2	71.1	72.7	71.7	69.2	-2.54	(-3.5%)	Mobile Telecom (Sub-sector)			
66.6	66.8	67.2	69.0	67.5	69.2	69.4	71.9	72.1	70.2	-1.82	(-2.5%)	StarHub			
65.6	69.3	68.1	69.4	72.0	73.0	74.1	75.2	71.5	69.1	-2.35	(-3.3%)	Singtel			
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.1	NA	NA	CirclesLife			
68.0	64.3	64.4	63.9	65.0	66.6	67.9	69.7	71.6	68.6	-2.99	(-4.2%)	M1			
NM	NM	NM	NM	NM	NM	NM	NM	NM	68.3	NA	NA	Other Mobile Telecom Providers			
64.2	67.5	65.3	64.9	67.0	68.2	68.9	70.6	70.1	66.9	-3.18	(-4.5%)	Broadband (Sub-sector)			
64.4	67.5	65.8	66.9	67.0	68.2	68.9	70.9	69.2	68.0	-1.16	(-1.7%)	StarHub			
64.0	67.7	65.1	64.1	66.9	68.0	68.7	70.2	70.9	66.4	-4.50	(-6.3%)	Singtel			
63.9	64.3	66.2	66.2	67.5	68.2	69.4	70.9	70.3	66.2	-4.01	(-5.7%)	M1			
NM	NM	66.5	65.1	66.6	67.4	68.1	70.2	70.6	65.3	-5.24	(-7.4%)	PayTV (Sub-sector)			
NM	NM	65.0	64.4	65.8	66.9	67.3	69.7	70.2	66.2	-3.95	(-5.6%)	Singtel			
NM	NM	67.0	66.6	67.7	67.6	68.8	70.7	70.9	63.9	-7.03	(-9.9%)	StarHub			
NM	NM	NM	NM	NM	NM	NM	NM	NM	73.4	NA	NA	Video Streaming Services (Sub-sector)			
NM	NM	NM	NM	NM	NM	NM	NM	NM	75.1	NA	NA	Apple TV+			
NM	NM	NM	NM	NM	NM	NM	NM	NM	75.0	NA	NA	Viu			
NM	NM	NM	NM	NM	NM	NM	NM	NM	74.2	NA	NA	Netflix			
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.6	NA	NA	Amazon Prime Video			
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.4	NA	NA	HBO Go			
NM	NM	NM	NM	NM	NM	NM	NM	NM	64.6	NA	NA	MeWatch			
NM	NM	61.5	59.6	69.6	70.3	71.7	73.2	73.9	69.8	Note 3	Note 3	Wireless@SG (Sub-sector)			

Not Measured

Not Applicable

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

**Note 1** In 2020, data collection for the Retail Sector was done via an online methodology and no tourists were measured.

Data shown in the years before 2020, and collected via the face-to-face methodology, cannot be directly comparable to the 2020 scores and should only be used as reference.

**Note 2** Video Streaming Services sub-sector was newly added to the Infocomm Sector. Thus, there is no year-on-year comparison.**Note 3** Only locals were surveyed for Wireless@SG due to travel restrictions in light of the Covid-19 situation in 2021. This is as opposed to the years before where both locals and tourists were measured. Thus, there is no year-on-year comparison.