Annex B

CSISG
Customer Satisfaction Index of Singapore

2022 Q1 SCORES
RETAIL AND INFO-COMMUNICATIONS

How Well Did Companies Satisfy Their Customers?

71.3 Retail

72.1 Fashion Apparels
- **75.9** Uniqlo
- **71.7** G2000
- **70.9** Giordano
- **70.9** H&M
- **65.5** Cotton On
- **72.4** Other fashion apparels

70.9 Department Stores
- **76.3** Takashimaya*
- **73.7** Tangs
- **71.4** Marks & Spencer
- **70.7** Isetan
- **69.7** Mustafa
- **69.5** OG
- **69.2** BHG
- **66.2** Metro

71.4 Supermarkets
- **75.0** Sheng Siong*
- **74.0** Cold Storage
- **69.6** Prime
- **69.3** NTUC FairPrice
- **68.8** Giant

70.8 e-Commerce
- **75.1** Zalora*
- **73.6** Amazon
- **72.9** Shopee
- **71.7** Taobao/Tmall
- **70.8** Qoo10
- **69.4** Carousell
- **68.2** Fave
- **67.9** Lazada
- **69.8** Other e-Commerce

69.8 Info-Communications

72.7 Video Streaming Services*
- **76.3** Disney+
- **74.2** Netflix
- **72.3** Amazon Prime Video
- **69.6** MeWatch
- **70.2** Other Online Subscription Video Streaming/TV

70.0 Mobile Telecom
- **70.8** StarHub
- **69.9** Singtel
- **69.9** M1
- **68.8** Circles.Life
- **69.7** Other Mobile Telecom Providers

68.3 Broadband
- **68.8** Singtel
- **68.4** M1
- **67.7** Starhub

69.6 PayTV
- **70.7** Starhub
- **68.8** Singtel

This chart summarises the results of the CSISG 2022 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 2021 to 2022
- statistically significant decrease in customer satisfaction from 2021 to 2022
- no significant year-on-year change in customer satisfaction score

Entities shown in this scorecard have samples of N≥50.

Previously reported scores based on the door-to-door methodology *(See Note 1)*											2021-2022 Year-on-Year Change / % Change		
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022			SECTOR / *Sub-sector* / Company Measured
69.1	72.2	69.6	70.0	71.7	72.1	72.6	73.4	71.0	72.4	71.3	–1.06	(–1.5%)	RETAIL (Sector)
70.3	*75.2*	*68.4*	*68.6*	*70.2*	*71.2*	*71.8*	*73.0*	*71.2*	*72.7*	*70.9*	*–1.78*	*(–2.4%)*	*Department Stores (Sub-sector)*
71.9	75.2	69.5	70.9	71.7	72.1	73.0	73.4	NM	75.7	76.3	+0.56	(+0.7%)	Takashimaya
71.9	75.8	67.9	67.3	68.6	70.1	71.3	73.3	73.2	74.6	73.7	–0.92	(–1.2%)	Tangs
NM	NM	NM	NM	NM	NM	NM	NM	72.3	71.2	71.4	+0.28	(+0.4%)	Marks & Spencer
68.5	76.2	69.7	70.8	71.0	70.9	72.0	72.7	NM	73.2	70.7	–2.55	(–3.5%)	Isetan
67.3	71.1	65.6	65.6	NM	NM	NM	NM	NM	74.5	69.7	–4.73	(–6.3%)	Mustafa
67.0	73.0	66.0	65.8	67.5	70.3	70.4	71.6	70.4	NM	69.7	NA	NA	Other department stores
69.3	70.7	66.7	69.4	NM	69.2	69.6	70.9	70.1	68.7	69.5	+0.76	(+1.1%)	OG
NM	NM	NM	NM	70.8	71.2	71.5	73.1	70.0	70.9	69.2	–1.78	(–2.5%)	BHG
68.6	75.1	68.0	67.0	69.1	71.7	72.6	73.9	NM	73.1	66.2	–6.89	(–9.4%)	Metro
67.9	*70.0*	*71.1*	*70.6*	*71.5*	*72.4*	*72.9*	*73.6*	*69.9*	*72.0*	*71.4*	*–0.59*	*(–0.8%)*	*Supermarkets (Sub-sector)*
67.0	66.8	71.6	69.4	71.9	72.4	73.1	73.7	70.7	75.2	75.0	*–0.15*	(–0.2%)	Sheng Siong
67.9	69.5	71.7	71.6	72.5	72.3	72.7	73.5	73.0	74.8	74.0	*–0.74*	(–1.0%)	Cold Storage
NM	NM	NM	NM	NM	NM	NM	NM	67.9	68.4	69.6	*+1.16*	(+1.7%)	Prime
68.5	71.4	70.9	70.7	71.7	73.1	73.6	74.2	70.3	70.3	69.3	*–0.93*	(–1.3%)	NTUC FairPrice
NM	NM	NM	NM	71.1	71.6	71.9	72.9	65.6	69.9	68.8	*–1.09*	(–1.6%)	Giant
70.0	*71.5*	*69.2*	*69.3*	*71.9*	*72.5*	*72.8*	*73.4*	*72.1*	*73.3*	*72.1*	*–1.25*	*(–1.7%)*	*Fashion Apparels (Sub-sector)*
NM	NM	NM	NM	74.5	72.4	74.9	71.5	74.6	72.4	75.9	+3.43	(+4.7%)	Uniqlo
NM	NM	NM	NM	71.4	72.7	72.0	74.1	72.4	73.9	72.4	–1.51	(–2.0%)	Other fashion apparels stores
NM	NM	NM	NM	73.1	72.9	73.6	73.7	74.3	73.6	71.7	–1.87	(–2.5%)	G2000
NM	NM	NM	NM	72.5	71.1	74.2	73.4	70.3	71.2	70.9	–0.30	(–0.4%)	H&M
NM	NM	NM	NM	71.5	71.7	71.4	74.1	72.1	74.1	70.9	–3.24	(–4.4%)	Giordano
NM	NM	NM	NM	69.9	71.9	70.1	72.6	66.3	71.9	65.5	–6.48	(–9.0%)	Cotton On
NM	NM	NM	NM	*71.1*	*71.4*	*72.0*	*73.0*	*72.9*	*71.1*	*70.8*	*–0.35*	*(–0.5%)*	*e-Commerce (Sub-sector)*
NM	NM	NM	NM	73.2	73.7	74.2	74.7	*75.7*	*71.8*	75.1	+3.25	(+4.5%)	Zalora
NM	NM	NM	NM	69.3	70.0	71.2	72.0	*75.7*	*75.8*	73.6	–2.18	(–2.9%)	Amazon
NM	NM	NM	NM	NM	NM	NM	NM	*75.5*	*68.6*	72.9	+4.31	(+6.3%)	Shopee
NM	NM	NM	NM	72.0	71.7	72.1	73.1	*70.3*	*72.7*	71.7	–0.96	(–1.3%)	Taobao/Tmall
NM	NM	NM	NM	70.3	71.5	72.1	73.3	*70.6*	*69.8*	70.8	+1.00	(+1.4%)	Qoo10
NM	NM	NM	NM	NM	69.2	69.8	71.1	*80.7*	*73.2*	69.8	–3.45	(–4.7%)	Other e-Commerce
NM	NM	NM	NM	70.6	71.4	71.4	72.6	*69.5*	*70.1*	69.4	–0.76	(–1.1%)	Carousell
NM	NM	NM	NM	72.0	73.1	73.7	74.2	*72.7*	*71.1*	68.2	–2.88	(–4.1%)	Fave
NM	NM	NM	NM	71.9	NM	NM	NM	*70.0*	*72.3*	67.9	–4.46	(–6.2%)	Lazada
65.9	67.7	66.8	67.4	68.5	69.6	70.4	72.1	71.3	68.5	69.8	+1.29	(+1.9%)	INFO-COMMUNICATIONS (Sector)
66.3	*67.7*	*67.2*	*68.4*	*69.2*	*70.2*	*71.1*	*72.7*	*71.7*	*69.2*	*70.0*	*+0.85*	*(+1.2%)*	*Mobile Telecom (Sub-sector)*
66.6	66.8	67.2	69.0	67.5	69.2	69.4	71.9	72.1	70.2	70.8	+0.53	(+0.8%)	StarHub
65.6	69.3	68.1	69.4	72.0	73.0	74.1	75.2	71.5	69.1	69.9	+0.80	(+1.2%)	Singtel
68.0	64.3	64.4	63.9	65.0	66.6	67.9	69.7	71.6	68.6	69.9	+1.27	(+1.8%)	M1
NM	NM	NM	NM	NM	NM	NM	NM	NM	68.3	69.7	+1.41	(+2.1%)	Other Mobile Telecom Providers
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.1	68.8	–0.28	(–0.4%)	Circles.Life
64.2	*67.5*	*65.3*	*64.9*	*67.0*	*68.2*	*68.9*	*70.6*	*70.1*	*66.9*	*68.3*	*+1.47*	*(+2.2%)*	*Broadband (Sub-sector)*
64.0	67.7	65.1	64.1	66.9	68.0	68.7	70.2	70.9	66.4	68.8	+2.33	(+3.5%)	Singtel
63.9	64.3	66.2	66.2	67.5	68.2	69.4	70.9	70.3	66.2	68.4	+2.13	(+3.2%)	M1
64.4	67.5	65.8	66.9	67.0	68.2	68.9	70.9	69.2	68.0	67.7	–0.32	(–0.5%)	StarHub
NM	*NM*	*66.5*	*65.1*	*66.6*	*67.4*	*68.1*	*70.2*	*70.6*	*65.3*	*69.6*	*Note 4*	*Note 4*	*PayTV (Sub-sector)*
NM	NM	67.0	66.6	67.7	67.6	68.8	70.7	70.9	63.9	70.7	Note 4	Note 4	StarHub
NM	NM	65.0	64.4	65.8	66.9	67.3	69.7	70.2	66.2	68.8	Note 4	Note 4	Singtel
NM	*NM*	*NM*	*NM*	*NM*	*NM*	*NM*	*NM*	*NM*	*73.4*	*72.7*	*–0.67*	*(–0.9%)*	*Video Streaming Services (Sub-sector)*
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	76.3	NA	NA	Disney+
NM	NM	NM	NM	NM	NM	NM	NM	NM	74.2	74.2	–0.01	(–0.0%)	Netflix
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.6	72.3	+1.67	(+2.4%)	Amazon Prime Video
NM	NM	NM	NM	NM	NM	NM	NM	NM	NM	70.2	NA	NA	Other Online Subscription Video Streaming/TV
NM	NM	NM	NM	NM	NM	NM	NM	NM	64.6	69.6	+4.98	(+7.7%)	MeWatch
NM	*NM*	*61.5*	*59.6*	*69.6*	*70.3*	*71.7*	*73.2*	*73.9*	*69.8*	*NM*	*Note 5*	*Note 5*	*Wireless@SG (Sub-sector)* Note 3, Note 5

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.

Note 4 In 2022, the PayTV sub-sector was measured online with locals only, as opposed to face-to-face interviews in 2021. Thus, the scores are not directly comparable with the previous and should only be used as reference.

Note 5 Wireless@SG was not measured in 2022.