

Publication: Goody Feed Online

Date: 29 September 2020

Headline: Circuit Breaker Increases Satisfaction With Public Transport in S'pore

Circuit Breaker Increases Satisfaction With Public Transport in S'pore

Remember those days where we stayed home during the Circuit Breaker (CB) period?

The streets looked like this when we went to the supermarket to grab our groceries and hurried back home:



For those who took public transport during that period, it was a rare sight to see our trains and buses operating below normal capacity.

High Satisfaction in Public Transport During The CB Period

The 2020 second quarter (Q2) Customer Satisfaction Index of Singapore (CSISG) research findings for the Air Transport and Land Transport sectors was released by the Singapore Management University (SMU) on 29 Sep 2020.

The online survey conducted between April and July 2020 had 7,448 respondents.

Based on the findings, there is an increase in commuter satisfaction scores from May to July, as compared to the same period last year.

The results indicated that commuters were happier due to the fact that there were fewer people on public transport.

Commuters were also satisfied by the higher hygiene standards due to the increased cleanings of trains and buses during the CB period.

According to the survey, the MRT system scored 73.4 points this year, which is an increase as compared to 66.1 points last year.

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Similarly, commuters' satisfaction increased to 74.4 points this year for public buses, from 68.9 points during the same period last year.

However, after CB ended, commuters' satisfaction scores for the land transport sector fell.

Satisfaction level for trains fell to 70.2 points, as compared to 78.5 points when CB measures were first rolled out.

Change In Commuters' Expectations When CB Measures Lifted

More are heading back to work after the lifting of CB measures. As such, there is a shift in commuters' expectations as they gradually resume their work commute.

Commuters are asking for more from public transport operators.

Mr Chen Yong Chang, head of research and consulting at the SMU's Institute of Service Excellence, said, "Some respondents are asking for higher service frequency, more traffic controllers, limiting the number of passengers per cabin as trains and buses become more crowded post-circuit breaker."

Aside from all these, the service reliability of public transport and the accuracy of travel information are also commuters' priority now.

The expectations were different from the feedback gathered in May, where public transport cleanliness was of high importance.

Mr Cheng added, "It will take a while more before the new normal for consumer satisfaction stabilises in a post-pandemic world."

Due to the sharp decline in flights frequency during the CB period, Singapore saw a drop in tourist arrivals rate.

As a result, the findings for the Air Transport Sector in 2020 was not comparable with last year. This is because only Singaporeans and Permanent Residents were surveyed.

The findings concluded that brand-related attributes were among the key drivers of customer loyalty.

Mr Chen highlighted that service and branding might be aspects which airlines can focus more on.

Some factors to consider include redesigning of the customer journey from check-in to landing, whereby the wearing of personal protective equipment is included in the process.

The proper management of travellers' refund and the quality of airlines' interactions with customers to retain their loyalty are two more urgent issues to address during this period.

Public Perception of COVID-19 Measures By Land And Air Transport Operators

When asked about their perceptions of the air and land transport operators' efforts to keep customers safe from COVID-19, respondents gave Changi Airport the highest rating at 8.08 points on a 1 to 10 scale.

Train operators received the lowest rating of 7.06 points.



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Mr Chen said, "Commuters responding to the survey have suggested an increase to train and bus frequencies to allow for more safe distancing. As there is a practical limit to how much further headway can be reduced and frequencies increased, Public Transport Operators should continue to reassure and demonstrate to commuters of their commitment to passenger safety, particularly amid these uncertain times."


With more people expecting to fight for that last empty seat with you on buses and trains, do remember to mask up and keep yourself safe.

**Goody Feed** 
17 hours ago



It's either that or the driver has 'fast' reflexes.




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