

CUSTOMER SATISFACTION INDEX OF SINGAPORE



SETTING THE SERVICE BENCHMARK IN SINGAPORE

The Customer Satisfaction Index of Singapore (CSISG) is a landmark measure of customer satisfaction cutting across sectors and sub-sectors in the services industry of Singapore.

Launched in April 2008, the Customer Satisfaction Index of Singapore is an independent qualitative indicator of the Singapore economy. It covers eight core economic sectors, more than 30 sub-sectors and numerous companies from finance, telecommunications, transport & logistics, retail, food & beverage, healthcare, education and tourism sectors.

This national barometer of customer satisfaction in the Singapore economy serves as an objective gauge of service competitiveness between countries.

At the micro economic level, the Customer Satisfaction Index of Singapore offers businesses detailed customer satisfaction levels of their company and competitive insights into best-in-class organisations industry-wide.

The methodological foundations of the Customer Satisfaction Index of Singapore can be traced to the

American Customer Satisfaction Index (ACSI), developed by the National Quality Research Centre (NQRC) at the University of Michigan. The American Customer Satisfaction Index has been the standardised measure of customer satisfaction in the US economy since 1994.

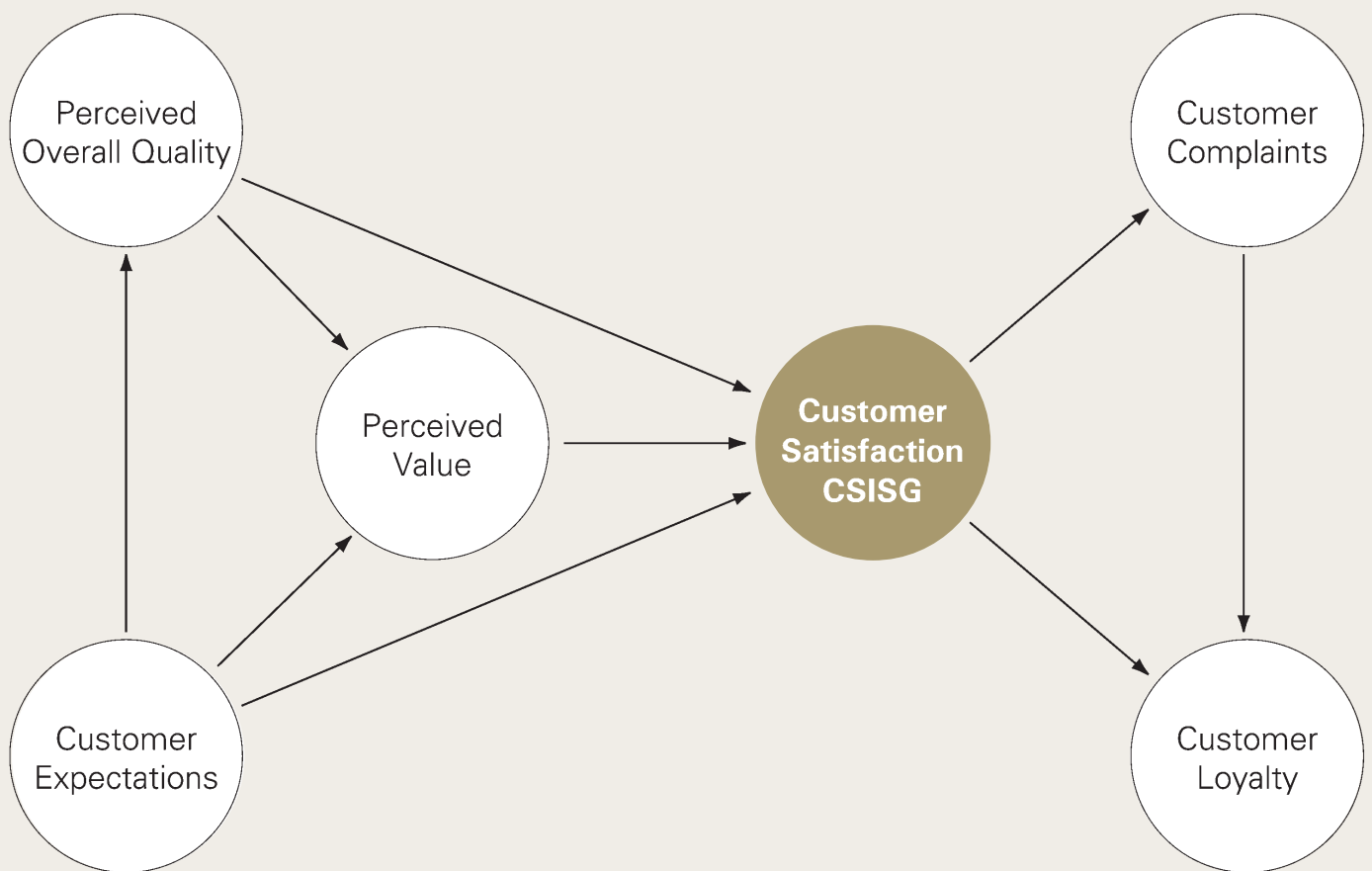
The Customer Satisfaction Index of Singapore is being jointly developed by the Institute of Service Excellence at SMU (ISES) and the Singapore Workforce Development Agency (WDA).

The Institute of Service Excellence is the cornerstone of an initiative to raise Singapore's service standards and promote a culture of service excellence that spans the full spectrum of industries and the civil service, and extends to the most senior levels of organisations. Working in close collaboration and consultation with government agencies and business leaders, the Institute of Service Excellence at SMU champions service excellence through an integrated approach that encompasses research and thought leadership, industry engagement, benchmarking and analysis.

AN INDEPENDENT AND UNIFORM MEASUREMENT OF CUSTOMER SATISFACTION IN THE SERVICES SECTOR

The Institute of Service Excellence at SMU produces and updates the Customer Satisfaction Index of Singapore on an annual basis. The Customer Satisfaction Index of Singapore is based on econometric modelling of data obtained from interviews with actual users of products and services.

Respondents are surveyed on their consumption experiences and perceptions of a company and its goods and services. Having the frame of reference centred on the consumer abstracts away details of the particular sector, or sub-sector which the company represents for comparative benchmarking.



The CSISG Causal Model

In line with the Customer Satisfaction Index of Singapore model, customer satisfaction is determined by customer expectations, perceived quality and perceived value. The overall satisfaction score for a company indicates its performance on these three customer satisfaction drivers.

The Customer Satisfaction Index of Singapore further measures the outcomes of customer satisfaction or dissatisfaction, including incidences of complaints and customer loyalty. The scores are then aggregated and reported on a 0 to 100 scale based on these factors, to quantify customers' cumulative experience, expectations and opinions of a company's products and services.

THE CSISG COVERAGE

The Customer Satisfaction Index of Singapore is a rigorous, objective and comprehensive assessment of Singapore's service levels. The Customer Satisfaction Index of Singapore generates annual indices at national, sector, sub-sector and company levels, that form a significant portion of Singapore's GDP.

There are eight core economic sectors of Singapore measured in the Customer Satisfaction Index of Singapore. They are, namely finance, telecommunications, transport & logistics, retail, food & beverage, healthcare, education and tourism sectors.



HARNESSING THE CSISG TO ENHANCE COMPETITIVENESS

The Customer Satisfaction Index of Singapore reports the overall customer satisfaction scores of every sector and sub-sector, including a ranking of the companies measured. This serves as an invaluable benchmarking tool across industries in the services sector.

CSISG CORPORATE SERVICES PROVIDING POWERFUL INSIGHTS

For companies, the Customer Satisfaction Index of Singapore offers unrivalled benefits as a strategic business tool. The diagnostic capabilities of Customer Satisfaction Index of Singapore identify the satisfaction driver with the most significant impact on overall satisfaction. This acts as a useful guide for organisations in the optimisation of resources to enhance satisfaction and loyalty.

Customer Satisfaction Index of Singapore corporate services provide subscribing organisations exceptional benchmarking insights about customer satisfaction, and the financial returns of satisfaction improvement using the predictive capabilities of the Customer Satisfaction Index of Singapore methodology.

CSISG Corporate Subscription Programme

The annual subscription programme is exclusive to companies who are measured by the Customer Satisfaction Index of Singapore. The subscription programme provides a regular measure of customer satisfaction using a consistent methodology, allowing for constant monitoring of performance and the ability to quantify the financial impact of enhanced customer satisfaction. Under the programme, corporate subscribers obtain two powerful strategic capabilities:

1. Benchmarking on three different dimensions, including benchmarking with industry competitors, benchmarking of the key variables in the Customer Satisfaction Index of Singapore econometric model and “cross-industry” benchmarking with 3 other companies measured in the Customer Satisfaction Index of Singapore. The variables

include customer satisfaction, customers’ expectations, perceived quality, customers’ perceptions of value, incidences of customer complaints, customer loyalty and repurchase likelihood.

2. Predictive analysis using the cause-effect property of the methodology underlying Customer Satisfaction Index of Singapore. This powerful tool offers insights to enhance customers’ repurchase intention and facilitate the development of a strategic management framework to maximise financial results with effective allocation of resources that will improve customer satisfaction and retention. This impact analysis will provide companies with an understanding of the financial impact of improving customer satisfaction.

Corporate subscribers can leverage on the expertise of the Institute of Service Excellence to review and interpret the Customer Satisfaction Index of Singapore data and results through industry specific events.

CSISG Custom Research

The Customer Satisfaction Index of Singapore methodology can be engaged for use by companies not measured in the Customer Satisfaction Index of Singapore for benchmarking, to quantify brand equity, and to develop performance improvement initiatives.

CONTACT US

Institute of Service Excellence at SMU (ISES)
Singapore Management University
Administration Building
81 Victoria Street
Singapore 188065

Tel: 65 6828 0111
Fax: 65 6828 0690
Email: ise@smu.edu.sg
www.smu.edu.sg/centres/ises

Jointly developed by the Institute of Service Excellence at Singapore Management University (ISES) and the Singapore Workforce Development Agency (WDA).



About Singapore Management University

Incorporated on 12 Jan 2000, Singapore Management University aims to groom outstanding business leaders and creative entrepreneurs capable of excelling in a rapidly changing and dynamic world. Today, Singapore Management University is home to over 5000 students and comprises six schools: Lee Kong Chian School of Business, School of Accountancy, School of Law, School of Economics, School of Social Sciences and School of Information Systems.

It also has a dedicated Office of Research, Executive Education and numerous centres of excellence and institutes. SMU's centres of excellence and institutes leverage the dynamic interplay of academia and business - for the benefit of the University, industry and the community.

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