Singapore currently lags behind countries such as South Korea and the United States when it comes to customer satisfaction.

According to a newly launched index we scored 68.7 out of a hundred for customer satisfaction across different economic sectors.

South Korea and the US scored 72 and 75 respectively on similar indexes.

Joanne Chan with the details on the Customer Satisfaction index for Singapore.

Acting Minister for Manpower Gan Kim Yong wants to challenge the service industry to increase the index score to above 70 points within the next three years.

He stressed that good service skills will become a critical asset and a competitive advantage for the country.
Firstly, good service is vital to the competitiveness of the service industry.

*Without good service, the industry will not thrive as both global and even local customers will be turned away. Second, good service works for business. It is often what keeps the customer returning. Third, the ability to deliver good service is a key competitive edge for our service workers, to help them become service professionals and improve their employability in a wide range of service-related jobs.*

He added that it was timely to have a credible yardstick to measure the level of service in Singapore and track our progress.

The index was developed by the Institute of Service Excellence at the Singapore Management University.

It takes into account customer expectations, perceived quality and value to derive a national level score for customer satisfaction.

Aside from the national index, scores were also derived for sectors including tourism and education which performed better than the national average.

The index helps companies to find out the causes and consequences of customer satisfaction levels.

Companies will also be able to identify ways to improve their performance.

Academic Director for the Institute Marcus Lee believes the index will boost communication between companies and consumers.

*As we engage these companies in conversations about how they can improve their service levels, everybody in Singapore should benefit. And as companies get to know their customers better, they will be able to better match the expectations of their customers. So everyone walks away happy.*