新大卓越服务中心：
公交理事会调整车资也应考虑业者服务水平

车资调整应把公共交通业者的服务水平考虑在内，以便能更好地照顾到公众的利益。

新加坡管理大学的卓越服务中心（Institute of Service Excellence）吁请公共交通理事会在决定今年的车资调整时，把新加坡的顾客满意指数（Customer Satisfaction Index for Singapore）也计算在内，以确保公共交通业者在提高车资时也把整体服务水平相应提高。

卓越服务中心主任林晓玲昨天针对公共交通理事会日前有关今年10月实施新车资调整的宣布发表文告，提醒公共交通理事会和公共交通业者确保车资调整的同时也能改善服务。

所谓的新加坡顾客满意指数是卓越服务中心根据美国顾客满意指数发展出一套服务调查，让受访者根据各领域的服务水平打分。

卓越服务中心今年4月公布了它在31个不同领域进行的调查，结果发现在整体服务水平方面，地铁服务获得69.9分，比新加坡全国满意指数68.7高。不过公共巴士却只获得64.3，比全国满意指数低。

林晓玲在文告中指出：“大多公众没有太多的公共交通工具可选择。我们之前的调查显示，人们重视的是车程排表、频率、使用的便利，以及舒适程度。鉴于此，公共交通业者或许有必要先让人们看到他们如何改善服务，才开口提出车资增幅。”

目前，公共交通理事会计算车资调整的方程式主要包括消费价格指数、工资变动指数和公共交通业者的生产力增长率等指数，并没有把服务满意程度也考虑在内。

公共交通理事会是在上星期宣布公共交通车资调整顶限的新方程式。按照这个修订后的方程式，今年如果有车资调整，最高涨幅是3%。不过公共交通理事会后来指出，由于接下来巴士和地铁车资将按照车程距离来收费，最终今年的车资涨幅顶限将低于去年的1.8%，而且预料会低于1%。2007年和2006年的顶限分别为1.8%和1.7%。
Customer satisfaction should be included as part of fare review by the Public Transport Council (PTC) to benefit commuters at large.

The Institute of Service Excellence (ISES) at SMU has proposed to the PTC to take findings from the inaugural Customer Satisfaction Index of Singapore (CSISG) into consideration for fare adjustment to ensure a corresponding improvement in quality service performance should there be an increase in transport fare.

Addressing the PTCs intentions to announce public transport fare adjustments in October, Director of ISES, Ms Caroline Lim, called on the Council and public transport operators to raise overall quality standards at the same time.

The CSISG is based on a similar consumer satisfaction study developed in the United States, which involves actual consumers rate various levels of service in the survey.

ISES announced in April this year customer satisfaction levels across eight economic sectors and 31 subsectors, and found that the MRT scored 69.9, significantly above Singapore national average of 68.7. On the other hand, Public Buses scored 64.3, significantly lower than the national average.

Ms Lim also pointed out, “The majority of commuters in Singapore are faced with little or no choice in public transport here. Through the study, they have expressed that they value quality attributes such as transport schedules, frequency, accessibility to service, and comfort. In light of these findings, it would be prudent for public transport operators to articulate any increase in transport fare in the form of visible quality improvements for commuters.”

Currently, the PTC fare adjustment takes into consideration factors such as changes in consumer price index and average monthly earnings as well as public transport operators’ average productivity gains. Customer satisfaction levels are not included.

Last week, the PTC announced that the maximum fare adjustment for 2008 as 3.0%. The Council later pointed out that as bus and MRT fares will be pegged to the distance travelled, the eventually fare adjustments could be lower than last year’s 1.8% increase, and in fact be less than 1%. 2006’s fare adjustments went up by 1.7%.