Won’t be easy to score 70 and above

ACTING Minister for Manpower Gan Kim Yong said on Monday that the Government hopes Singapore can score above 70 on the Customer Satisfaction Index within the next three years.

With its current score of 68.7, Singapore is only 1.3 points away from its goal. But the target won’t be a cakewalk, warned Dr Marcus Lee, one of the key analysts behind the index.

Dr Lee said service standards of everything from food courts to public buses will have to improve to reach the same level as sectors that scored 70 points, such as jewellery stores.

To achieve this, companies will need to play their part, rather than rely on “the Government’s heavy hand”, he said.

“For us to make this climb to 70 and beyond as a nation, there must be an incredible level of commitment to service standards from...all the companies in Singapore,” he said.

Moving up the scale can be difficult. The United States spent a decade inching from 72.6 to its current score of 75.

While the road ahead may look steep, there is hope. Within the same period, South Korea managed to leapfrog from 58.8 to 72 points. Between 2004 and 2007, the country’s score jumped by more than three points.

Singapore officials plan to travel there next month to learn more about improving standards.