SINGAPORE, April 7 (Xinhua) -- Singapore scored 68.7 out of 100 last year in the first nationwide measure of customer satisfaction, called "Customer Satisfaction Index for Singapore," lower compared to South Korea scored 72 and the United States scored 75 on the same scale.

Speaking at the launch of the new index on Monday, Acting Minister for Manpower Gan Kim Yong, said that while Singapore is not too far behind, there is room for improvement.

He challenged all service companies and workers to continually improve the customer satisfaction index each year and to move the score to above 70 points within the next three years.

Developed and implemented by the Institute of Service Excellence at the Singapore Management University, the index is based on the same American Customer Satisfaction Index (ACSI) which has widely been used and accepted as the standard indicator of customer service levels in the United States.

Besides measuring customer satisfaction across sectors, the index also looks at how elements such as customer expectations and the quality of products or services, influence customer satisfaction.

Hence, the minister said, the new index is not just a barometer of customer satisfaction. It is a diagnostic tool that allows companies to understand, compare, improve and monitor their customer service over time.