

» HOW THE DIFFERENT SECTORS FARED

The first national survey of customer satisfaction was conducted from May to June last year, polling over 12,000 respondents here. About 17 per cent were tourists.

Participants were asked a variety of questions, ranging from how their complaints were handled to personal expectations of customer experience.

The survey is modelled on the American Customer Satisfaction Index developed by the National Quality Research Centre at the University of Michigan. It has been used as the standard indicator of customer-service levels in the United States since 1994.

South Korea, Colombia, Mexico and Turkey also use similar models; Britain, Japan and China will join them soon.

Here's how Singapore fared in eight key economic sectors:



TRANSPORTATION AND LOGISTICS (69.1)

Mass Rapid Transit system **69.9**

Airlines **69.7**

Taxi services **67.1**

Courier and postal services **66.4**

Water transportation **66.0**

Public buses **64.3**



TOURISM, HOTEL AND ACCOMMODATION SERVICES (71)

Hotels **73.5**

Attractions **71.5**

Travel agencies, tour operators and ticketing agencies **66.4**



TELECOMMUNICATIONS (67.4)

Telcos **67.7**

Internet service providers **67.2**



RETAIL (68.5)

Jewellery **70**

Clocks and watches **69.4**

Petrol service stations **68.9**

Fashion apparel **68.7**

Motor vehicles **68.7**

Department stores **68.5**

Furniture **68**

Supermarkets **67.1**



HEALTH CARE (67.7)

Private hospitals **72.8**

All others **68.6**

Public hospitals **64.6**

Polyclinics **62.1**



FOOD AND BEVERAGE (67.7)

Fast food restaurants **68.4**

Bars and pubs **68.2**

Restaurants **67.5**

Cafes, coffee houses, foodcourts, snack bars **67.3**



FINANCE (68.4)

Commercial banks **68.4**



EDUCATION (70)

Universities **70.9**

Commercial schools **69.5**

Polytechnics **69.2**

NOTE: The sector scores are weighted averages of their respective sub-sector scores.

For more details, visit www.smu.edu.sg/centres/ises

SOURCE: INSTITUTE OF SERVICE EXCELLENCE