CUSTOMER SATISFACTION INDEX OF SINGAPORE
The Customer Satisfaction Index of Singapore (CSISG) computes customer satisfaction scores at the national, sector, sub-sector, and company levels. The Customer Satisfaction Index of Singapore is an annual quantitative benchmark of the quality of goods and services produced by the Singapore economy over time and across countries.

Launched in April 2008 by the Institute of Service Excellence and the Singapore Workforce Development Agency, the Customer Satisfaction Index of Singapore measures the performance of numerous companies dynamically chosen from over 40 economic sub-sectors within the Public Education, Finance & Insurance, Transport & Logistics, Healthcare, Retail, Tourism, Info-Communications, Private Education and Food & Beverage sectors. Together, these sectors account for a significant proportion of Singapore’s GDP.
The Customer Satisfaction Index of Singapore is based on econometric modelling of data obtained from surveys with recent users of each company’s products and services. Each respondent is asked about their consumption experiences and perceptions of a company. Through these surveys, the index provides a reliable view on how well each company is performing from the customers’ perspective. The methodological foundations of the Customer Satisfaction Index of Singapore can be traced back to the American Customer Satisfaction Index, developed by the National Quality Research Centre at the University of Michigan. The American Customer Satisfaction Index has been the standardised measure of customer satisfaction in the US economy since 1994.

According to the Customer Satisfaction Index of Singapore Structural Model (Chart 1), customer satisfaction is driven by Customer Expectations, Perceived Overall Quality, and Perceived Value. The Customer Satisfaction Index of Singapore further measures the outcomes of customer satisfaction or dissatisfaction, including incidences of customer complaints and customer loyalty.

AN INDEPENDENT CROSS-INDUSTRY MEASUREMENT OF CUSTOMER SATISFACTION

Chart 1: The Customer Satisfaction Index of Singapore Structural Model
Each dimension of the Customer Satisfaction Index of Singapore Model is scored using a 0 to 100 scale. The CSISG score for a company is computed from responses to three questions, namely overall satisfaction, the ability to meet expectations, and how close the company is to a customer’s imagined ideal. Likewise, each dimension has its own constituent questions that make up its eventual score. The scores are aggregated and weighted using the Customer Satisfaction Index of Singapore Structural Model.

Using these computations, the Customer Satisfaction Index of Singapore Model quantifies customers’ cumulative experience, expectations, and opinions of a company.
HARNESSING THE CSISG TO ENHANCE COMPETITIVENESS

For companies, the Customer Satisfaction Index of Singapore offers unrivalled benefits as a strategic business tool. In addition to serving as a consistent, cross-industry benchmarking tool for the services sector, the diagnostic capabilities of the Customer Satisfaction Index of Singapore can identify drivers that make the most significant impact on overall satisfaction. This acts as a useful guide for organisations in the optimisation of resources to enhance satisfaction and loyalty.

The Institute of Service Excellence leverages these capabilities to provide organisations with exceptional benchmarking insights about customer satisfaction and uses the predictive analytics of the Customer Satisfaction Index of Singapore methodology to enable action planning in areas of importance to the customer. Companies not measured by the Customer Satisfaction Index of Singapore may also benefit from customised reports and consulting opportunities that are offered by the Institute of Service Excellence.

Programmes available to companies include:

**ISES Corporate Membership Programme**

The ISES membership programme is exclusive to companies who are measured by the Customer Satisfaction Index of Singapore. In addition to a host of complementary benefits, the membership provides an annual syndicated benchmarking report for company management, allowing for constant monitoring of performance.

**Customised Research and Consulting Opportunities**

The Customer Satisfaction Index of Singapore methodology can be adapted and customised to suit a variety of business intelligence needs. Using predictive analysis and the cause-effect property of the methodology, a tailor-made Customer Satisfaction Index of Singapore study can provide data-driven insights to enhance service designs and processes, improve the customer experience journey, and facilitate the development of a strategic management framework. Impact analysis further provides management teams with quantitative information for the optimal allocation of resources and to prioritise improvements in areas where the positive impact will be the greatest for company objectives.
About the Institute of Service Excellence

The Institute of Service Excellence at SMU was founded in 2007 to raise Singapore’s service standards and promote a culture of service excellence through Benchmarking and Comparative Analysis, Research and Thought Leadership as well as Industry Engagement. The Institute of Service Excellence is guided by its Advisory Board and Research Evaluation Committee, and supported by an International Academic Advisory panel, harnessing the combined expertise and experiences of key industry representatives, government leaders and academic talents.

About Singapore Management University

Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU education is known for its highly interactive, collaborative and project-based approach to learning, and for its technologically enabled pedagogy of seminar-style teaching in small class sizes. Comprised of six schools specialising in Accountancy, Business, Economics, Information Systems, Law and Social Sciences, it offers a wide range of bachelors’, masters’ and PhD degree programmes and is home to over 9,000 students. With an emphasis on generating relevant multi-disciplinary research that addresses Asian issues, and being Singapore’s only university in the city, SMU enjoys strategic linkages with business, government and the wider community through its research institutes, centres and labs.

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