CUSTOMER SATISFACTION INDEX OF SINGAPORE 2015

RESULTS OVERVIEW
CSISG 2015 FULL YEAR AND FOURTH QUARTER OVERVIEW

The Customer Satisfaction Index of Singapore (CSISG) computes customer satisfaction scores at the national, sector, sub-sector, and company levels. The CSISG serves as a quantitative benchmark of the quality of goods and services produced by the Singapore economy over time and across countries. The fourth quarter results mark the end of measurement for CSISG 2015. Singapore’s 2015 national score was computed using the data collected during these four quarters.

FULL YEAR RESULTS HIGHLIGHTS

The annually computed national satisfaction index declined for the first time since 2011, after chalk ing up four consecutive annual improvements. The 2015 national score stands at 70.2-points (on a 0 to 100 scale), a statistically significant* fall of 0.93-points (-1.3%) compared to 2014.

The decline in the national CSISG score was due in part to poorer year-on-year performance from the Finance & Insurance and Healthcare sectors. The Finance & Insurance sector registered a 1.44-point (-2.0%) decline from the previous year to 70.9-points. This decline was a particular drag on the overall national score and its corresponding performance, since the Index is GDP-weighted, with a substantial portion of Singapore’s GDP coming from the Finance & Insurance sector. The Healthcare sector also registered a fall, declining 1.42-points (-2.0%) to 69.6-points.

Of the nine other industry sectors measured earlier in 2015, performance was generally lacklustre. The Private Education sector scored significantly lower, year-on-year. The Info-communications, Retail, and Tourism sectors did not register significant changes. On the other hand, the Food & Beverage and Public Education sectors recorded significantly higher scores. The Air Transport, Land Transport, and Logistics sectors were introduced in 2015 and thus do not have a year-on-year benchmark comparison. The most recent year-on-year changes for each sector are illustrated in Figure 1.

FOURTH QUARTER RESULTS HIGHLIGHTS

The two measured sectors in Q4, namely Finance & Insurance and Healthcare, scored significantly lower in 2015, compared to the previous year.

Within the Finance & Insurance sector, the Life Insurance sub-sector saw the bigger year-on-year fall, declining 3.01-points (-4.1%) to 70.6-points. This was followed by the Health & Medical Insurance sub-sector, which scored 2.15-points (-3.0%) to 70.2-points, and the Banks sub-sector, which scored 1.12-points (-1.6%) to 71.1-points. The Motor & Other Personal Insurance sub-sector also registered a decline of 0.98-points (-1.4%) to 70.5-points, although this change was not statistically significant. The year-on-year changes are illustrated in Figure 2A.

The decline in the Healthcare sector’s CSISG score came primarily from three of the five sub-sectors measured within it. The General Practitioners sub-sector scored 69.4-points, a fall of 2.10-points (-2.9%). The Other Healthcare sub-sector, which comprised of healthcare providers such as dental and Traditional Chinese Medicine clinics, scored 69.7-points, a fall of 2.47-points (-3.4%). The Restructured Hospitals sub-sector scored 68.6-points, a dip of 0.70-points (-1.0%), although the change was not statistically significant.

In contrast, the Polyclinics sub-sector continued its gains from the previous year, increasing by 0.77-points (+1.1%) to 69.6-points, a record score for the sub-sector. The Private Hospitals sub-sector inched up by 0.44-points (+0.6%) to 72.0-points. However, neither change was statistically significant. These changes are illustrated in Figure 2B.

*Statistical significance for the CSISG study is measured at a confidence level of 90%.

FOURTH QUARTER KEY FINDINGS

BANKS AND INSURANCE TOUCHPOINTS LOWER YEAR-ON-YEAR

The year-on-year decline in the Banks sub-sector’s customer satisfaction levels were accompanied by lower satisfaction with the various banking touchpoints.

Satisfaction with ATMs, Branches, Credit cards, Mobile apps, and Personal Bankers recorded significantly lower year-on-year ratings. Of specific concern was the lower satisfaction with Personal Bankers and Branches; both these touchpoints have significant impact on customer satisfaction (i.e., the CSISG score), as illustrated in Figure 3A. In addition to the Personal Banker and Branch touchpoints, analysis also suggest the Contact Centre and Self-Service Machines touchpoints have a significant impact on customer satisfaction.

*Statistical significance for the CSISG study is measured at a confidence level of 90%.
For the three Insurance sub-sectors, the Financial Advisor touchpoint, followed by Website, was the most commonly used interaction channel for Life and Health & Medical Insurance sub-sector customers. The Website touchpoint, followed by Contact Centre, was the most commonly used interaction channel for the Motor & Other Personal Insurance sub-sector customers.

As illustrated in Figure 3B, the three Insurance sub-sectors recorded significantly lower year-on-year satisfaction for both the Financial Advisor and Contact Centre touchpoints. Thus, it would be prudent to shore up the ratings for these high-touch channels.

**INTERACTIONS WITH BANKS’ DIGITAL CHANNELS ON THE RISE**

Although digital channels, such as the Internet Banking and Mobile App touchpoints did not register a statistically significant impact on customer satisfaction, this year’s study suggested more customers are using these touchpoints compared to previous years. In contrast, branch interactions have declined over time. This is illustrated in Figure 3C.

The growing number of interactions presents an opportunity for banks to further enhance their relationship with their customers through the digital medium. It would thus be prudent for banks to continue investments and innovations in the digital sphere. Notwithstanding the reduced interactions with branches, the touchpoint continues to significantly impact overall customer satisfaction and thus should not be neglected.

**POLYCLINIC PATIENTS THAT MAKE APPOINTMENTS ARE GENERALLY MORE SATISFIED WITH THE VISIT EXPERIENCE**

Analysis of the Polyclinics’ touchpoints revealed that patients that made most of their visits via appointments had higher satisfaction ratings with all the touchpoints, compared to patients that did not. Figure 4 illustrates the touchpoints with a statistically significant performance difference between these two groups of patients.

For example, patients with appointments rated satisfaction with Wait Times 7.1-points out of 10, while those without appointments averaged only 5.0-points.

This suggests that appointment-making not only allows polyclinics to better deploy their resources to provide a better visit experience for the patients, but it can also provide patients better control of their own time and expectations, leading to generally better satisfaction ratings with the measured touchpoints.

**SATISFACTION RISES WHEN PRIVATE HOSPITAL PATIENTS INTERACT WITH MORE STAFF-TYPES**

Between the Restructured Hospitals and Private Hospitals sub-sectors, it was observed that when private hospital patients interacted with more types of hospital personnel, i.e., doctors, nurses, allied health, and administrative staff, they were progressively more satisfied, i.e., their CSISG scores increased. Conversely, when the restructured hospitals’ patients interacted with more types of hospital personnel, their satisfaction level declined. This observation is illustrated in Figure 5.

Specific industry sector results and findings from the previous three quarters of CSISG 2015 can be accessed from the ISES website.
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The appended score card summarises results of the CSISG 2015 scores at the national, sector, sub-sector and company levels. The national index of 70.2 represents a weighted average of the 11 sector scores (in gold), which themselves are weighted averages of their respective sub-sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company scores.

The sparklines indicate the score of their respective sectors, sub-sectors, and companies over the past few years.

- statistically significant increase in performance from 2014 to 2015
- statistically significant decrease in performance from 2014 to 2015
- no statistically significant year-on-year change in performance from 2014 to 2015

All scores displayed are accurate to one-decimal place. Entities are presented in decreasing levels of performance.

* Companies indicated with an asterisk (*) are companies that have performed significantly above their sub-sector average.
* Sub-sectors indicated with an asterisk (*) are sub-sectors that have performed significantly above their sector average.

CSISG BACKGROUND
CSISG scores are generated based on the econometric modelling of survey data collected from end-users after the consumption of products and services. Sub-sector scores are derived as a weighted average of company scores, in proportion to the revenue contributions of companies. Sector scores are derived in a similar fashion, aggregating the sub-sector scores proportionately to each sub-sector’s revenue contributions. Finally, the national score is weighted according to each sector’s contribution to GDP. CSISG scores customer satisfaction on a scale of 0 to 100 with higher scores representing better performance.

Under a quarterly measure-and-release system, distinct sectors are measured each quarter with their results released the following quarter. Companies in the Retail and Info-Communications sectors were measured in the first quarter, Air Transport, Land Transport, Logistics, Public, and Private Education in the second quarter, Food & Beverage and Tourism sectors in the third quarter, and finally the companies of Finance & Insurance and Healthcare sectors, in the fourth quarter.

CSISG 2015 Q4 marks the end of measurement for 2015. The CSISG 2015 national score is computed using the data collected during these four quarters.

The Finance & Insurance sector comprises of the Banks sub-sector, Health & Medical Insurance sub-sector, Motor & Other Personal Insurance sub-sector, and Life Insurance sub-sector. The Healthcare sector consists of the Private Hospitals sub-sector, Restructured Hospitals sub-sector, Polyclinics sub-sector, General Practitioners sub-sector, and Other Healthcare sub-sector.

CSISG 2015 FOURTH QUARTER FIELDWORK PROCESS
Survey data for the Finance & Insurance and Healthcare sectors was collected between October 2015 and January 2016. This was typically conducted through face-to-face interviews with Singapore residents at their homes and departing tourists at Changi Airport.

The Q4 fieldwork garnered 9,399 interviews with locals and 350 with departing tourists at the airport. In total, there were 9,749 unique responses covering 622 companies and entities in the Finance & Insurance and Healthcare sectors; 35 entities have published scores.
2015 NATIONAL SCORE
70.2

74.1 Public Education
75.6 Universities*
75.1 SMU*
76.5 NUS
73.3 NTU

74.0 ITE
69.8 Polytechnics
74.8 Singapore*
73.4 Temasek*
70.5 Ngee Ann
67.1 Republic
63.6 Nanyang

72.8 Air Transport
75.1 Airport*
75.1 Changi Airport
73.2 Airlines
76.1 Singapore Airlines*
73.3 Emirates
73.0 Cathay Pacific
70.5 SilkAir
69.3 Qantas
69.3 Other airlines

78.5 Budget Airlines
68.0 AirAsia
67.5 Jetstar Asia
65.8 Tigerair
70.3 Other budget airlines

70.9 Finance & Insurance
71.1 Banks
71.9 Maybank
71.6 OCBC
71.6 DBS
71.3 Standard Chartered
70.8 UOB
70.6 Citibank
69.7 HSBC
70.1 Other banks

70.6 Life Insurance
72.1 Great Eastern
71.5 AIA
70.5 NTUC Income
69.7 Prudential
69.4 Manulife
69.5 Other life insurers

70.5 Motor & Other Personal Insurance
71.2 AXA
71.1 NTUC Income
71.0 AIG
70.3 Other personal insurers

70.2 Health & Medical Insurance
70.2 NTUC Income
70.0 Prudential
69.7 AIA
69.4 Great Eastern
70.6 Other health & medical insurers

70.5 Logistics
71.5 Postal Services
71.5 Singapore Post

70.2 Courier Services
73.2 FedEx
72.2 Speedpost
71.2 DHL
69.9 UPS
67.0 Other courier services

70.0 Retail
72.8 Motor Vehicles*
70.7 Petrol Service Stations
71.7 SPC
71.5 Esso
70.1 Shell
67.5 Caltex

70.6 Supermarkets
71.6 Cold Storage
70.7 NTUC Fairprice
69.4 Sheng Siong
67.3 Other supermarkets

69.3 Jewellery

69.2 Clocks & Watches
68.6 Departmental Stores
71.7 DFS*
70.9 Takashimaya*
70.8 Isetan*
69.4 OG
69.4 Robinsons
67.3 Tangs
67.0 Metro
65.6 Mustafa
65.8 Other departmental stores

66.7 Furniture
68.4 IKEA
66.2 Other furniture

69.6 Healthcare

67.4 Info-Communications
68.4 Mobile Telecom
69.4 Singtel
69.0 StarHub
63.9 M1

65.1 PayTV
66.6 StarHub
64.4 Singtel

64.9 Broadband
66.9 StarHub
66.2 M1
64.1 Singtel

59.6 Wireless@SG

67.1 Food & Beverage
69.4 Fast Food Restaurants*
72.2 McDonalds*
67.6 Burger King
67.5 KFC
64.3 Other fast food restaurants
69.0 Bars & Pubs*

68.1 Cafes & Snack Bars
70.1 Starbucks
68.4 Coffee Bean & Tea Leaf
67.7 Other cafes & snack bars

65.5 Food Courts
69.0 NTUC Foodfare*
67.7 Food Republic
67.0 Koufu
65.9 Kopitiam
66.2 Other food courts

66.2 Restaurants
70.0 Sushi Tel*
69.0 RE&S*
68.7 Crystal Jade*
68.6 Sakae Holdings*
68.0 Minor Food Group
65.7 Other restaurants

64.1 Private Education

63.3 Land Transport
65.9 Taxi Services*
67.4 Transcab
66.9 Premier
66.2 SMRT
65.6 ComfortDelGro
62.3 Prime

62.0 Mass Rapid Transit System
63.9 SBS Transit
61.5 SMRT
60.9 Public Buses
62.2 SMRT
60.4 SBS Transit