Media Brief
14 March 2012

CSISG 2011 National Score
Q4 Results (Finance & Healthcare)
CSISG 2011
Briefing Agenda

1. Introduction and Quick Facts

2. CSISG 2011 Trend and Score
   • International Indices
   • Service Quality

3. CSISG 2011 Q4 Results
   • Healthcare Sector
   • Finance & Insurance Sector

4. CSISG 2011 Findings
Local and Tourist Respondents

25,763 face-to-face interviews with Singapore residents at their homes (each resident answered up to two questionnaires).

6,787 interviews with departing tourists at Changi Airport (each tourist answered one questionnaire), pertaining to their experience with selected sectors.

In total, 38,470 questionnaires relating to 2,168 companies were completed for the CSISG 2011 study.
Tourist Respondents Surveyed in 19 Sub-sectors

*Retail Sector* — Clocks & Watches, Departmental Stores, Fashion Apparels, and Jewellery

*Transportation & Logistics Sector* — Airlines, Budget Airlines, MRT Systems, Public Buses, and Taxis

*Private Education Sector* — Commercial Schools

*Tourism Sector* — Attractions, Hotels, and Travel Operators, Travel & Ticketing Agencies

*Food & Beverage Sector* — Bars & Pubs, Cafes & Snack Bars, Fast Food Restaurants, Food Courts, and Restaurants

*Healthcare Sector* — Private Hospitals
CSISG 2011 national Scores and Trends
CSISG 2011
International Indices

- **UK**: 77.3
- **US**: 75.7
- **S.Korea**: 72.3 [2010]
- **Finland**: 71.5
- **HK**: 69.9 [2009]
- **Sweden**: 69.9
- **Singapore**: 69.1
- **Denmark**: 68.4

*Hong Kong index discontinued after 2009*
*S.Korea 2011 score not available yet*
CSISG 2011 National Satisfaction Drivers Trending

Scores indicated here are respondent-level straight averages, covering companies that have product and service quality scores.
CSISG 2011 National Quality Drivers Trending

Scores indicated here are respondent-level straight averages, covering companies that have product and service quality scores.
CSISG 2011 Sectors
Service Quality Driver Trending

Service Quality

<table>
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<tr>
<th>Year</th>
<th>F&amp;B</th>
<th>Retail</th>
<th>Infocomm</th>
<th>Tourism</th>
<th>Singapore</th>
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<td>2011</td>
<td>74.0</td>
<td>71.0</td>
<td>71.0</td>
<td>74.7</td>
<td>70.5</td>
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</table>
CSISG 2011 Q4 RESULTS
CSISG 2011 Q4 Quick Facts

- **8,779** face-to-face interviews with **Singapore residents** at their homes (each resident answered up to two questionnaires).

- **300** interviews with **departing tourists** at Changi Airport (each tourist answered one questionnaire), pertaining to their experience with the Private Hospitals sub-sector.

- In all, **10,211 questionnaires** were completed between **October and December 2011**, covering companies in the Healthcare and Finance & Insurance sectors.
CSISG 2011 Recap
Q1 through Q3 Sector Results

Private Education: 74.5
Tourism: 73.5
Retail: 70.6
Public Education: 70.3
Transport & Logistics: 70.0
Food & Beverage: 67.5
Info-Comms: 64.3
CSISG 2011 Q4 Sector Results

- **Healthcare**
  - 2007: 67.7
  - 2008: 67.0
  - 2009: 67.6
  - 2010: 66.6
  - 2011: 66.6

- **Finance & Insurance**
  - 2007: 68.4
  - 2008: 67.0
  - 2009: 68.2
  - 2010: 68.6
  - 2011: 68.5
CSISG 2011 Q4
FINANCE SECTOR
CSISG 2011 Q4 Results at a Glance

69.1 CSISG 2011 National Score

68.5 Finance & Insurance

- 69.1 Banks
  - 71.1 DBS*
  - 68.5 OCBC
  - 68.4 UOB
  - 68.3 Citibank
  - 67.9 HSBC
  - 67.4 Maybank
  - 65.7 Standard Chartered
  - 66.9 All Others

- 67.3 Health & Medical Insurance
  - 67.3 NTUC Income
  - 67.2 Prudential
  - 66.8 Great Eastern
  - 67.9 All Others

- 67.3 Motor & Other Insurance
  - 66.8 NTUC Income
  - 66.7 AXA
  - 66.2 Chartis
  - 68.0 All Others

- 66.7 Life Insurance
  - 67.4 NTUC Income
  - 66.7 Great Eastern
  - 66.7 Manulife
  - 66.2 American International Assurance

- 66.1 Prudential
- 66.6 All Others
CSISG 2011 Finance sector
Key Findings

Banks sub-sector

- DBS Bank and OCBC Bank improved significantly from 2010
- DBS Bank scored significantly above both the Banks sub-sector & Finance sector average

Insurance sub-sectors

- NTUC Income topped all 3 Insurance sub-sectors: Life Insurance, Health & Medical Insurance and Motor & Other Insurance
- Health & Medical Insurance made a significant improvement
CSISG 2011 Finance sector
Key Findings: Banks

Respondents were
MORE satisfied with Local Banks but
LESS satisfied with foreign Banks

Respondents with a monthly household income from SGD 4,000 to SGD 8,000

Note: Singapore's 2011 Median Monthly Household Income is S$7,040
CSISG 2011 Finance sector
Key Findings: Banks

Respondents with a monthly household income from SGD 4,000 to SGD 8,000

Local Bank Respondents’ strong satisfaction scores were contributed by Local Banks’ Ability to Meet Expectations (a key attribute of Satisfaction).

Note: Singapore’s 2011 Median Monthly Household Income is S$7,040
CSISG 2011 Q4
HEALTHCARE SECTOR
CSISG 2011 Q4 Results at a Glance

69.1 CSISG 2011 National Score

66.6 Healthcare

- **69.0** Private Hospitals*
  - 70.5 Mount Elizabeth
  - 70.4 Mount Alvernia
  - 68.4 Raffles
  - 68.4 Parkway East
  - 67.7 Gleneagles
  - 66.9 Thomson Medical Centre

- **66.1** Restructured Hospitals
  - 68.4 National University*
  - 66.6 Tan Tock Seng
  - 66.0 Changi General
  - 65.7 Khoo Teck Puat
  - 65.1 Singapore General
  - 63.9 KK Women & Children’s
  - 63.6 Alexandra

- **67.1** General Practitioners

- **66.4** Specialists, Dental, & Traditional Chinese Medicine Clinics

- **62.1** Polyclinics
  - 64.3 SingHealth
  - 61.5 NHG
CSISG 2011 Healthcare sector
Key Findings: Private Hospitals

Satisfaction with the Private Hospitals sub-sector

Local Patients

Medical Tourist Patients

Satisfaction

2010

2010

2011

2011
CSISG 2011 Healthcare sector
Key Findings: Restructured Hospitals

Subsidised and Unsubsidised Patients

• Subsidised patients MORE satisfied, specifically Outpatient and Hospitalised customers

• Unsubsidised patients LESS satisfied, BIGGER expectations-quality gap

• For unsubsidised patients, hospitals need to shape their Expectations but also improve their perception of Quality
The disparity between subsidised and unsubsidised patients is widening year-on-year.

Unsubsidised patients are getting LESS satisfied.
There is a significant difference in the Quality-Expectations gap between subsidised and unsubsidised patients.

The disparity between what was experienced and what was expected is much greater with unsubsidised patients.
CSI SG 2011
National Findings
CSISG 2011 Key Findings

CSISG of 69.1 is a record high

- In 2011, of 9 sectors measured: 7 improved, 1 unchanged, 1 lower
- This is in spite of companies operating in an increasingly competitive landscape
  - Higher cost of doing business (e.g. high CPI, materials)
  - Manpower challenges from labour supply and costs
CSISG 2011 Sector Results

- Private Education: 74.5
- Tourism: 73.5
- Retail: 70.6
- Public Education: 70.3
- Transport & Logistics: 70.0
- Finance & Insurance: 68.5
- Food & Beverage: 67.5
- Healthcare: 66.6 (-2.6pts/-3.8%)
- Info-Comms: 64.3 (UNCHANGED)
CSISG 2011 Key Business Takeaways

Consider moving Expectations and Quality in tandem

- Multiple levers to satisfaction
- In general, to move Satisfaction most efficiently, analytics suggest improving both Quality and Expectations
Thank You

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