

ISE Annual Corporate Membership Application Form

To : Singapore Management University (“SMU”)
(as represented by its Institute of Service Excellence at SMU (ISE))

The Member hereby agrees to the terms and conditions of membership and to abide by the usage guidelines; details of both are accessible here: <https://smu.sg/ise-membership>.

The membership fee that is payable by the Member shall be S\$22,000 + GST, and be payable by the Member within 30 days of the signing of this Application Form. Membership will be effective for 12 months from the date indicated on this Application Form or until the public release of the following year’s CSISG results containing the Member’s updated CSISG performance, whichever occurs first.

The Member will be entitled to receive a **CSISG Benchmarking Report (“Report”)** upon acceptance of Membership:

This Report benchmarks the Member's performance against other companies measured in the CSISG national study in the same sub-sector, provides trend information of their performance over time, as well as predictive analytics that identifies the driver(s) that impact(s) customer satisfaction and its outcomes. Customers’ verbatim comments, additional analysis of industry specific attributes and touchpoint performance will also be included, where available.

Attributes refer to key operational aspects of a service proposition such as staff empathy, brand perception, tangibles, etc. Touchpoints refer to customer contact channels such as contact centre, mobile app, counter service, etc.

The Member may also select three CSISG-measured companies outside of their measured sub-sector for cross-industry comparison in the Report.

The Member understands that the availability of the Report is dependent on the CSISG sector results release schedule; the Report will typically be available to the Member between 6 to 8 weeks after the release of the Member’s respective CSISG sector results.

The Member will also be allowed exclusive use of the CSISG branding in their communication materials (e.g., marketing collaterals, print advertisements). Use of CSISG branding must be in accordance with the Communications User Guidelines, accessible here: <https://smu.sg/ise-membership>

Additional Value-added Insights with Membership

Customised Questions	Supplementary Analysis
<p>The Member will be invited to add up to three questions for survey respondents answering about the Member’s company in the next relevant fieldwork period of the CSISG national study. This affords Member companies a unique nationwide reach to survey its customers.</p> <p>These customised questions may also serve to enrich the core CSISG questionnaire, enabling more nuanced, business-specific insights for Members. Respondents recruited to answer about the Member’s company will answer these additional questions. Questions are subject to approval of the ISE Research Team.</p>	<p>The Member may also request for, subject to agreement of the ISE Research Team:</p> <ul style="list-style-type: none"> • An additional three CSISG-measured companies for comparison (on top of the three already included in the Report), or • One additional data cut of the Member’s most recent CSISG dataset, or • One additional custom question; see “Customised Questions”.

Date: _____

Accepted for and on behalf of

Name of company: _____ UEN: _____

Billing address: _____

Description	Unit Fee	Quantity	Amount
ISE Annual Corporate Membership Indicate name of the measured CSISG entity if different from company name: _____	S\$22,000	1	S\$22,000
Total before GST			S\$22,000
GST			
Total			

**Signature of CEO's Authorised Designate
and Company Stamp**

Name: _____

Designation: _____

Tel (DID): _____

Email: _____

Company Contact

Please indicate a Membership liaison officer if applicable.

Name: _____

Designation: _____

Tel (DID): _____

Email: _____

Report Selections

Indicate 3 measured companies for cross-industry comparison/benchmarking:

1	
2	
3	

Indicate ONE preferred supplemental analysis:

<input type="checkbox"/>	One (1) additional data cut for Report*
<input type="checkbox"/>	One (1) additional custom question for next fieldwork*
<input type="checkbox"/>	Three (3) more measured companies for comparison. Specify: _____

* ISE shall contact the Member for more details