

## ISE Membership Terms and Conditions

1) The Member will be entitled to the following:

i) CSISG Benchmarking Report (“Report”):

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 against the previous year, and provides 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.

Additionally, the Member may select three CSISG-measured companies outside of their measured sub-sector for cross-industry comparison.

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.

ii) CSISG “Value-added Insights”:

If the Member's company/brand is scheduled to be included in the next measurement of the CSISG national study, the Member will be invited to add up to three custom questions to the study's questionnaire. These additional questions will be posed to respondents recruited to answer about the Member's company during the next relevant fieldwork period.

The Member may also request for supplemental analysis to the Report for added insight. The Member may select (1) An additional three CSISG-measured companies for comparison (on top of the three already included in the Report), (2) One additional data cut from the Member's most recent CSISG dataset, or (3) One additional custom question for a total of four custom questions.

Selection of any brand or company to be included in the CSISG national study, the addition of the Member's custom questions, and requests of any specific supplemental analysis, are subject to ISE's agreement. ISE reserves the right to reject the Member's additional requests at its sole discretion.

iii) Branding

The Member may use CSISG branding in any of their communication materials (e.g., marketing collaterals, print advertisements), provided the ISE Membership Communications Guidelines (“Guidelines”) described herein are adhered to.

2) The Member acknowledges, understands and agrees to the following:

- i) the manner and purposes whereby the Member may use information, text and data contained in the Report collectively referred to as “CSISG Information and Data” are provided for in the Guidelines;
- ii) the Member acknowledges that the ISE, CSISG Information and Data, and its various component parts are the property of the Singapore Management University (“SMU”) and that its rights as a Member entitle the Member to only use CSISG Information and Data in accordance with the Guidelines herein; and

iii) any materials publicly used or distributed by the Member shall contain the ISE's copyright and/or its logos, both of which must be arranged for and approved in advance with the ISE.

3) The Member agrees and acknowledges that apart from any warranty that is expressly stated, no implied warranty whatsoever is given by SMU (or through ISE) nor is any implied warranty intended to be given by SMU (or through the ISE) in respect of the services contemplated hereunder.

4) The Member undertakes to strictly observe all the terms herein and fully comply with the Guidelines. In this respect, the Member agrees to fully indemnify SMU and its employees for any claims, losses, damages or costs incurred or suffered arising from or in connection with any breach by the Member of any of the warranties given herein and/or arising from non-compliance of the Guidelines.

5) The Member acknowledges and accepts that ISE may update these terms and conditions from time to time without notice, and such updated terms and conditions shall immediately be binding on the Member. The Member is therefore advised to check with ISE for any updates. Continued membership, the possession, or use of CSISG Information and Data, will indicate the Member's acceptance of the then-applicable Terms and Conditions.

## ISE Membership Communications Guidelines

The ISE Membership contains various terms and conditions associated with a Member's (referred to as "Member" hereafter in the Guidelines) public use of the Customer Satisfaction Index of Singapore (CSISG). These Communications Guidelines ("Guidelines") apply to the manner in (and limitations thereof) which the Member may publicly use and distribute CSISG Information and Data. The purpose of these Guidelines is to provide assistance and guidance to a Member when it plans to publicly distribute its CSISG Information and Data. The Guidelines are not intended to change the terms and conditions contained in the preceding pages. A Member should carefully review the terms and conditions as well as these Guidelines for those allowable circumstances when a Member may publicly use or distribute its CSISG Information and Data.

The User Guidelines are as follows for the ISE Membership:

1. A Member who is a CSISG-measured company should not publicly use, distribute or reproduce any data or information from CSISG that has not been previously published or released for publication by the ISE. Even though certain information and data for a particular year has been publicly released or published, a Member who is a CSISG measured company in the CSISG, is not entitled to publicly use or distribute CSISG Information and Data it receives until that CSISG Information and Data is publicly released or published by ISE (referred to in these Guidelines as "overall company CSISG score(s)").
2. A Member should not change, misrepresent or misstate the content or meaning of information from the CSISG in the Member's public use or distribution of authorised CSISG Information and Data.
3. All use of scores or rankings by a Member shall accurately state the identity of the corporation, subsidiary, entity, division or business unit that received or generated the score or ranking. A Member shall not represent or advertise the overall company CSISG score(s) attributed to a subsidiary, division, related entity or business unit as the overall company CSISG score(s) or rankings of a Member. Instead, the Member shall clearly state that the overall company CSISG score(s) or rankings was achieved by the correct corporation, subsidiary, division, related entity or business unit. Similarly, an overall CSISG company score(s) or rankings of a Member should not be represented to be the overall company CSISG score(s) or rankings of a Member's subsidiary, division, related entity or business unit.
4. A Member should not represent that ISE, or any of the CSISG Information and Data contained in CSISG, constitutes an endorsement of the Member, their products or services, or that CSISG or ISE endorses the Member, their products or services.
5. A Member must make sufficient attribution of the CSISG in its public use of the overall company CSISG scores or rankings. A Member shall make attribution by clearly stating the name "Institute of Service Excellence at SMU", "Customer Satisfaction Index of Singapore" or by show of the CSISG logo in its public use.
6. Notwithstanding any other provisions in the Membership Terms and Conditions and in these Guidelines, in the event a Member intends to publicly use, distribute, reproduce or publish permissible information and data from the Report, a Member shall submit in writing to the ISE at least ten (10) business days (not being a Saturday, Sunday or Singapore gazetted public holiday) before the intended use of the material the following:

- The exact information and data to be used from the Report in the format intended to be publicly used by the Member;
- A description of the extent, degree and manner of the intended public use by the Member;
- The placement and styling of the CSISG logo (if used by the Member).

Upon receipt of this information and data from the Member, ISE will review it and communicate with the Member regarding the intended use and distribution of the materials.

From time to time these Guidelines may be amended and Members may receive updates on amended Guidelines. Notwithstanding, the Member is strongly advised to check these Communications Guidelines for any updates, to avoid breaching the guidelines of usage. Member's continued possession and/or use of CSISG Information and Data will indicate Member's acceptance of the then-applicable Guidelines.

In the event you have any questions concerning these Guidelines or the circumstances and manner in which a Member may publicly use and distribute data and information from the Report for its own communications purposes, please contact ISE via email at [ise@smu.edu.sg](mailto:ise@smu.edu.sg).