CSISG
Customer Satisfaction Index of Singapore

2020 NATIONAL SCORE
74.0

HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

78.4 Air Transport

81.7 Airport*
81.7 Changi Airport

77.0 Full Service Airlines
81.5 Singapore Airlines*
80.7 Emirates*
75.7 Other full service airlines

73.9 Budget Airlines
75.1 AirAsia
74.9 Lion Air
73.4 Jetstar Asia
72.3 Scoot
75.4 Other budget airlines

76.1 Tourism

76.1 Attractions
78.9 Singapore Zoo*
76.2 Gardens By The Bay
72.7 Universal Studios
72.2 Sentosa
77.7 Other attractions

74.5 Land Transport

75.9 Point-to-Point Transport*
80.0 SMRT*
75.7 Gojek
75.0 ComfortDelGro
74.5 Grab
77.4 Other Taxi Companies

74.4 Public Buses
75.3 SBS Transit
72.7 SMRT
74.3 Other bus operators

73.4 Mass Rapid Transit System
75.3 SBS Transit*
72.5 SMRT

74.0 Finance

79.0 e-Payments*
80.8 DBS PayLah!
79.6 Mobile Banking Apps
76.4 Grab
78.0 Other e-Payment Apps

74.0 Banks
74.7 OCBC
74.7 UOB
74.5 Maybank
74.5 HSBC
73.8 DBS
73.8 Standard Chartered
73.6 Citibank
73.3 Other banks

72.7 Credit Cards
73.8 HSBC
73.5 OCBC
73.3 Maybank
73.0 UOB
72.9 American Express
72.4 Standard Chartered
71.9 Citibank
71.9 DBS
72.0 Other Credit Cards

73.8 Insurance

73.8 Insurance
74.6 Prudential
73.3 AIA
73.2 Great Eastern
72.3 NTUC Income
75.1 Other insurers

73.6 Food & Beverage

73.8 Restaurants
76.2 Din Tai Fung
73.5 Sakae Sushi
72.4 Crystal Jade Kitchen
71.2 Pizza Hut
71.0 Swensen's
74.2 Other restaurants

73.6 Cafes & Coffee Houses
77.1 Starbucks
72.7 Ya Kun
68.3 Toast Box
73.7 Other cafes & coffee houses

73.1 Fast Food Restaurants
75.1 Burger King
74.7 McDonald's
74.6 Subway
69.9 KFC
72.6 Other fast food restaurants

71.3 Info-Communications

73.9 Wireless@SG

71.7 Mobile Telecom
72.1 StarHub
71.6 M1
71.5 Singtel

70.1 Broadband
70.9 Singtel
70.3 M1
69.2 StarHub

70.6 PayTV
70.9 StarHub
70.2 Singtel

71.0 Retail

72.9 e-Commerce
77.5 Ebay*
75.7 Amazon
75.7 Zalora
75.5 Shopee
72.7 Fave
72.6 Aliexpress
70.6 Qoo10
70.3 Taobao/Tmall
70.0 Lazada
69.5 Carousell
79.0 Other e-Commerce*

72.1 Fashion Apparels
75.6 Adidas
74.6 Uniqlo
74.3 G2000
72.1 Giordano
70.3 H&M
66.3 Cotton On
72.4 Other fashion apparels

71.2 Department Stores
77.0 Robinsons*
73.2 Tangs
72.3 Marks & Spencer
70.1 OG
70.0 BHG
70.4 Other department stores

69.9 Supermarkets
76.5 Market Place/Jasons*
73.0 Cold Storage
70.7 Sheng Siong
70.3 NTUC FairPrice
67.9 Prime
65.6 Giant

This scorecard summarises the results of the CSISG 2020 satisfaction scores at the national, sector, sub-sector and company levels.

CSISG scores are generated based on the econometric modelling of survey data collected from end-users after the consumption of products and services. Company scores (in black) are weighted based on a separate incidence study. This incidence study helps determine each company's sample profile and the local-tourist weights. Sub-sector scores (in blue) are derived as a weighted average of company scores, in proportion to the local and tourist incidence interactions with the constituent companies. Sector scores (in gold) are derived by aggregating the sub-sector scores proportionately to each sub-sector's revenue contributions.

Finally, the national index of 74.0 represents a weighted average, by each sector's contribution to GDP, of the 8 sector scores.

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

* 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.