



2021 NATIONAL SCORE

73.8

HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

75.4 Tourism

- 75.4 Attractions
- 75.9 Gardens By The Bay
- 75.7 Universal Studios
- 74.5 Singapore Zoo
- 74.4 Sentosa
- 75.6 Other attractions

74.8 Finance

- 77.0 e-Payment Apps*
- 79.3 DBS PayLah!
- 74.9 GrabPay
- 74.8 FavePay
- 76.9 Other digital payment apps

74.9 Banks

- 75.1 UOB
- 74.9 DBS
- 74.9 HSBC
- 74.9 OCBC
- 74.7 Maybank
- 74.6 Citibank
- 74.3 Standard Chartered
- 74.0 Other banks

73.2 Credit Cards*

- 73.9 HSBC
- 73.9 Maybank
- 73.7 UOB
- 73.7 OCBC
- 73.2 American Express
- 73.0 Citibank
- 72.8 DBS
- 72.4 Standard Chartered
- 73.3 Other credit cards

74.1 Land Transport

- 74.4 Public Buses
- 74.5 SBS Transit
- 74.3 SMRT
- 74.1 Other bus operators
- 74.2 Mass Rapid Transit System
- 78.2 SBS Transit*
- 72.1 SMRT

73.1 Point-to-Point Transport

- 84.6 SMRT (Strides)*
- 76.4 Gojek*
- 71.6 ComfortDelGro
- 70.4 Grab
- 77.2 Other Ride Hailing Apps

73.5 Insurance

- 73.5 Insurance
- 73.3 Prudential
- 73.2 Great Eastern
- 72.4 NTUC Income
- 71.6 AIA
- 76.3 Other insurers*

72.7 Food & Beverage

- 74.0 Fast Food Restaurants
- 75.9 Subway
- 73.2 McDonald's
- 72.5 Burger King
- 69.8 KFC
- 77.1 Other fast food restaurants*

73.1 Restaurants

- 76.8 Din Tai Fung*
- 75.6 Crystal Jade Kitchen
- 73.5 Sakae Sushi
- 72.6 Pizza Hut
- 71.7 Swensen's
- 72.6 Other restaurants

69.6 Cafes & Coffee Houses

- 72.3 Starbucks
- 68.8 Coffee Bean & Tea Leaf
- 65.6 Ya Kun
- 65.5 Toast Box

72.4 Retail

- 73.3 Fashion Apparels
- 74.1 Giordano
- 73.6 G2000
- 72.4 Uniqlo
- 71.9 Cotton On
- 71.2 H&M
- 73.9 Other fashion apparels

72.7 Department Stores

- 75.7 Takashimaya
- 74.6 Tangs
- 74.5 Mustafa
- 73.2 Isetan
- 73.1 Metro
- 71.2 Marks & Spencer
- 70.9 BHG
- 68.7 OG

72.0 Supermarkets

- 76.1 Market Place/Jasons*
- 75.2 Sheng Siong
- 74.8 Cold Storage
- 70.3 NTUC FairPrice
- 69.9 Giant
- 68.4 Prime

71.1 e-Commerce

- 75.8 Amazon*
- 72.7 Taobao/Tmall
- 72.3 Lazada
- 71.8 Zalora
- 71.1 Fave
- 70.1 Carousell
- 69.8 Qoo10
- 69.5 Aliexpress
- 68.6 Shopee
- 73.2 Other e-Commerce

68.5 Info-Communications

- 73.4 Video Streaming Services*
- 75.1 Apple TV+
- 75.0 Viu
- 74.2 Netflix
- 70.6 Amazon Prime Video
- 70.4 HBO Go
- 64.6 MeWatch

69.8 Wireless@SG

- 69.2 Mobile Telecom
- 70.2 StarHub
- 69.1 Singtel
- 69.1 Circles.Life
- 68.6 M1
- 68.3 Other Mobile Telecom Providers

66.9 Broadband

- 68.0 StarHub
- 66.4 Singtel
- 66.2 M1

65.3 PayTV

- 66.2 Singtel
- 63.9 StarHub

This scorecard summarises the results of the CSISG 2021 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 73.8 represents a weighted average, by each sector's contribution to GDP, of the 7 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.

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



Statistically significant increase in customer satisfaction from 2020 to 2021

Statistically significant decrease in customer satisfaction from 2020 to 2021

No significant year-on-year change in customer satisfaction score