CSISG
Customer Satisfaction Index of Singapore

2021 Q1 SCORES
RETAIL AND INFO-COMMUNICATIONS

HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

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 chart summarises the results of the CSISG 2021 satisfaction scores in the Retail and Info-Communications sectors at the sector, sub-sector and company levels.

Each sector score (in gold) represents a weighted average of their respective sub-sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company 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

Entities shown in this scorecard have samples of N≥50.