

## ISES Membership Terms and Conditions

1) A Member will be entitled\* to the following:

i) CSISG Benchmarking Report ("Report"):

This Report benchmarks the Member's performance in the CSISG national study against other companies measured in the study. Members will obtain their CSISG scores benchmarked against competitors measured in the same sub-sector, trend information of their performance over time as well as predictive analysis that identifies the driver(s) that impacts customer satisfaction and its outcomes. Additional comparison of touchpoint performance will be included, where available. Touchpoints refers to customer contact channels such as, contact centre, website, counter service, etc.

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

ii) ISES-organised Executive Programmes

Each Membership comes with 16 training credits. Members can use these credits to nominate company representatives for selected SMU or ISES-organised service excellence programmes and events. These ISES-curated initiatives are designed to provide the Member company and its executive team with the knowledge and tools to excel in its service excellence journey. Details of all available programmes are available here: <http://ises.smu.edu.sg/programme-suite>

Members will be contacted prior to each eligible programme run to nominate suitable staff. The number of credits required for each programme or event will be communicated to Members accordingly. Training credits are valid for 18 months upon submission of the application form. Participation in each programme is subject to availability and at ISES' sole discretion.

iii) Additional Questions

Members will have the option 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.



For avoidance of doubt, only respondents recruited to answer about the Member's company will answer these additional questions. ISES reserves the right to accept or reject these additional questions at its sole discretion.

iv) Branding

Members may use CSISG branding in any of their communication materials (e.g., marketing collaterals, print advertisements), provided the ISES Communications User Guidelines as described below are adhered to.

\*Important Notice — The entitlements referred to above in Paragraph 1(iii) are for Members who are one of the companies measured ("CSISG-measured companies") in the CSISG annual national study.

2) 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 CSISG Benchmarking Report collectively referred to as "CSISG Information and Data" are provided for in the ISES Communications User Guidelines ("Guidelines");
- ii) the Member acknowledges that the ISES, its various component parts and CSISG Information and Data are the property of 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 logos of ISES and SMU which must be arranged for in advance with the ISES.

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 ISES ) nor is any implied warranty intended to be given by SMU (or through the ISES) in respect of the services contemplated hereunder.

4) The Member undertakes to strictly observe all the terms herein and fully comply with Guidelines, in particular the provisions stated in clause 3 above. 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 ISES 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 this webpage often for any updates, your continued membership and possession and/or use of CSISG Information and Data will indicate your acceptance of the then-applicable Terms and Conditions.





## ISES Communications User Guidelines

The ISES Corporate 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 User 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 ISES Corporate 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 ISES. 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 ISES (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 ISES, 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 ISES 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 "Customer Satisfaction Index of Singapore" or by show of the CSISG logo in its public use.
6. Notwithstanding any other provisions Membership Terms and Conditions and in this Communications User 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 ISES 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, ISES will review it and communicate with the Member regarding the intended use and distribution of the materials.

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

In the event you have any questions concerning the User 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 ISES via email at [ise@smu.edu.sg](mailto:ise@smu.edu.sg).

