Singapore Management University

Institutional Knowledge at Singapore Management University

Research Collection Institute of Service
Excellence

Institute of Service Excellence

3-2018

Customer Satisfaction Index of Singapore 2017: Full Year
Overview

Institute of Service Excellence, SMU

Follow this and additional works at: https://ink.library.smu.edu.sg/ises_research

Part of the Asian Studies Commons, Hospitality Administration and Management Commons, and the
Sales and Merchandising Commons

CUSTOMER SATISFACTION INDEX OF SINGAPORE 2017

FULL YEAR RESULTS OVERVIEW

Q4 FINDINGS FOR FINANCE & INSURANCE AND HEALTHCARE

INSTITUTE OF
SERVICE EXCELLENCE
SINGAPORE MANAGEMENT UNIVERSITY

CSISG
Customer Satisfaction Index of Singapore

CSISG 2017 FULL YEAR AND FOURTH QUARTER OVERVIEW

The Customer Satisfaction Index of Singapore (CSISG) computes customer satisfaction scores at the national, sector, sub-sector, and company levels. The CSISG serves as a quantitative benchmark of the quality of goods and services produced by the Singapore economy over time and across countries. The fourth quarter results mark the end of measurement for CSISG 2017. Singapore's 2017 national score was computed using the data collected during these four quarters.

FULL YEAR RESULTS HIGHLIGHTS

The 2017 CSISG national score stands at 72.9 points (on a 0 to 100 scale), a statistically significant improvement against the 2016 CSISG national score of 71.8 points.

Of the eight industry sectors that the CSISG measured in 2017, six sectors saw significantly improved CSISG scores year-on-year. These were, in order of performance, Tourism, Finance & Insurance, Healthcare, Food & Beverage, Info-communications, and Land Transport. The Retail sector did not record a substantial change in satisfaction while the Air Transport sector recorded a lower CSISG score year-on-year. These sectoral performances are illustrated in Figure 1.

2016	2017	Sector
75.5 ▼	74.4	Air Transport
71.1 ▲	74.2	Tourism
72.4 ▲	73.4	Finance & Insurance
71.8 ▲	**72.9**	**National Score**
71.7 ■	72.1	Retail
71.0 ▲	71.8	Healthcare
70.1 ▲	71.7	Food & Beverage
68.5 ▲	69.6	Info-communications
66.8 ▲	67.8	Land Transport

▲ *Significant improvement*
■ *Statistically unchanged*
▼ *Significant decline*

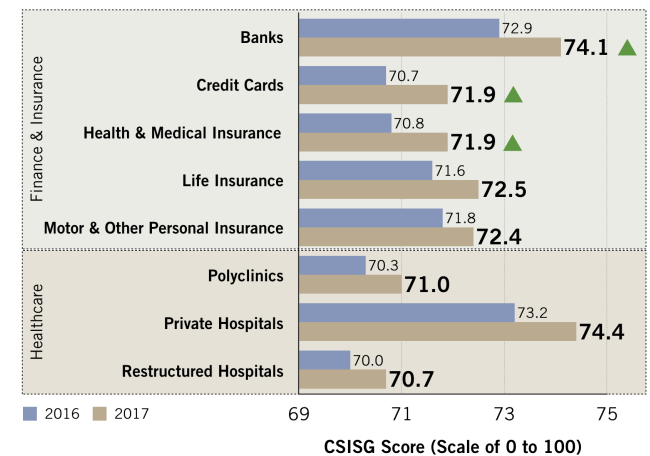Figure 1: CSISG Sectors' performance, arranged in descending order of 2017 scores.

FOURTH QUARTER RESULTS HIGHLIGHTS

The two measured sectors in Q4, namely Finance & Insurance and Healthcare, improved significantly over the previous year. Each sub-sector's performance is illustrated in Figure 2.

The Finance & Insurance sector scored 73.4 points (+1.05 points/+1.5%), a significant improvement from 2016. The sector is made up of five sub-sectors including Banks, Credit Cards as well as Life Insurance, Health & Medical Insurance, and Motor & Other Personal Insurance. Among these sub-sectors, Banks, Credit Cards, and Health & Medical Insurance registered statistically significant improvements in customer satisfaction while Life Insurance and Motor & Other Personal Insurance did not see changes in customer satisfaction scores from the year before.

The Healthcare sector scored 71.8 points, up 0.85 points (+1.2%) from its 2016 score of 71.0 points; the increase is considered statistically significant. Within the Healthcare sector, minor upticks in customer satisfaction scores were observed across the Private Hospitals, Polyclinics and Restructured Hospitals sub-sectors, although these changes were not considered statistically significant.

Figure 2: Finance & Insurance and Healthcare sub-sectors' year-on-year performance. A green marker represents a significantly better performance over the previous year.

Finance & Insurance
- Banks: 2016 = 72.9, 2017 = **74.1** ▲
- Credit Cards: 2016 = 70.7, 2017 = **71.9** ▲
- Health & Medical Insurance: 2016 = 70.8, 2017 = **71.9** ▲
- Life Insurance: 2016 = 71.6, 2017 = **72.5**
- Motor & Other Personal Insurance: 2016 = 71.8, 2017 = **72.4**

Healthcare
- Polyclinics: 2016 = 70.3, 2017 = **71.0**
- Private Hospitals: 2016 = 73.2, 2017 = **74.4**
- Restructured Hospitals: 2016 = 70.0, 2017 = **70.7**

■ 2016 ■ 2017

CSISG Score (Scale of 0 to 100)

Note: Significance in this document refers to statistical significance measured at a confidence interval of 90%.

Bank customers that use digital banking more satisfied and loyal

The majority of Bank customers have used digital platforms to interact with their banks. In the latest CSISG study, 67.3% of all Bank sub-sector respondents indicated they had recently interacted with their bank through the internet banking service or the mobile app.

Segmenting these respondents with those that have not recently used any of these digital touchpoints, it was observed that respondents that used digital banking platforms had significantly higher customer satisfaction (74.9 vs 72.7) and loyalty (71.8 vs 69.7) scores. This is illustrated in Figure 3. On average, these digital-savvy customers also held more products types with the Bank.

This observation suggests the Banks' digitalisation push over the past several years is associated with higher satisfaction and loyalty.
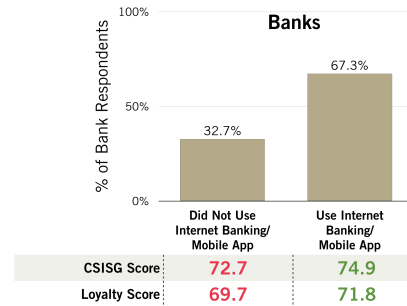

	Did Not Use Internet Banking/ Mobile App	Use Internet Banking/ Mobile App
CSISG Score	72.7	74.9
Loyalty Score	69.7	71.8

Figure 3: Bank respondents segmented by those that used/did not use internet banking or the mobile app.

Majority of Millennials (i.e., 18 to 34 year olds) still visiting bank branches

Analysis of bank customers' touchpoint usage by age groups show 63.2% of millennials, i.e., customers in the age group of 18 to 34 years old, have recently visited a bank branch, suggesting that this traditional physical touchpoint continues to be a meaningful feature of millennial customers' banking experience. This is illustrated in Figure 4.

Figure 4: Proportions of Bank respondents' interactions with mobile app, internet banking, and branches, segmented by age groups.
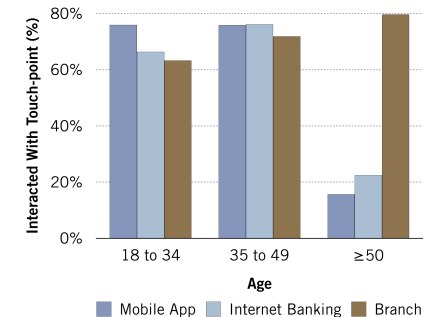
Banks should view this as an opportunity to engage this group of customers to deepen their relationship, particularly with product and service offerings that may be more complex or unsuitable for delivery over digital channels.

Satisfaction with Insurers' Contact Centres significantly poorer than other touchpoints

In both the Life Insurance and Health & Medical Insurance sub-sectors, satisfaction with the Contact Centre touchpoint was significantly poorer than the other measured touchpoints, i.e., the Customer Service Centre, Website, and Financial Advisor/Sales Representative. This is illustrated in Figure 5.
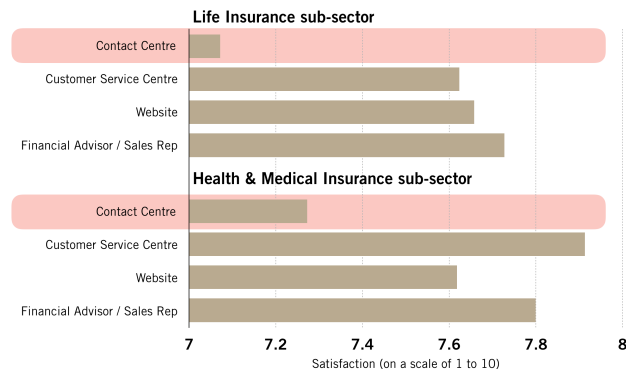

Figure 5: Life and Health & Medical Insurance sub-sectors' touchpoint satisfaction ratings.

Furthermore, insurance customers that had recently interacted with the contact centre were observed to have significantly lower CSISG and Loyalty scores, compared to customers that had not interacted with the contact centre.

Text analysis of comments from respondents with a low satisfaction rating for contact centres suggest issues were arising from contact centre staff competency and professionalism.

Waiting Time a key driver of satisfaction for the Healthcare sector

Similar to the previous year, Waiting Time in the Healthcare sector continued to be closely linked with CSISG performance; the longer the perceived wait time, the lower the CSISG score.

Unfortunately, the Waiting Time attribute continued to perform poorly relative to the other attributes.

Additional analysis of unsurfaced grievances, i.e., respondents that did not complain because they felt there was no point or too difficult to complain, through verbatim comments also revealed waiting time as a recurring theme. A word cloud illustrates this in Figure 6.

Figure 6: Word cloud of Healthcare sector verbatim comments, from respondents that did not complain because they felt there was no point or too difficult.

CSISG BACKGROUND

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 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 are derived as a weighted average of company scores, in proportion to the local and tourist incidence interactions with the constituent companies. Sector scores are derived by aggregating the sub-sector scores proportionately to each sub-sector's revenue contributions. Finally, the national score is weighted according to each sector's contribution to GDP. CSISG scores customer satisfaction on a scale of 0 to 100 with higher scores representing better performance.

Under a quarterly measure-and-release system, distinct sectors are measured each quarter with their results released the following quarter. Companies in the Retail and Info-Communications sectors were measured in the first quarter, Air Transport and Land Transport in the second quarter, Food & Beverage and Tourism sectors in the third quarter, and finally the companies of Finance & Insurance and Healthcare sectors, in the fourth quarter.

CSISG 2017 Q4 marks the end of measurement for 2017. The CSISG 2017 national score was computed using the data collected during these four quarters.

The Finance & Insurance sector comprises of the Banks sub-sector, Credit Cards sub-sector, Health & Medical Insurance sub-sector, Motor & Other Personal Insurance sub-sector, and Life Insurance sub-sector. The Healthcare sector consists of the Private Hospitals sub-sector, Restructured Hospitals sub-sector, and Polyclinics sub-sector.

CSISG 2017 FIELDWORK

Survey data for the Finance & Insurance and Healthcare sectors was collected between October 2017 and January 2018. This was primarily conducted through face-to-face interviews with Singapore residents at their homes. The survey was also conducted with departing tourists at Changi Airport.

The Q4 fieldwork garnered 9,235 interviews with locals and 350 with departing tourists at the airport. In total, there were 9,585 unique responses covering 83 companies and entities in the Finance & Insurance and Healthcare sectors; 49 entities have published scores.

In 2017, a total of 30,135 unique responses were recorded. This comprised of 22,640 face-to-face interviews with Singapore residents and 7,495 interviews with tourists at Changi Airport. In all, the study covered 650 companies and entities, with 174 entities having published scores.

CSiSG
Customer Satisfaction Index of Singapore

2017 National Score
72.9

74.4 Air Transport

77.1 Airport*
77.1 Changi Airport

74.2 Full Service Airlines
77.5 Singapore Airlines*
76.1 Garuda Indonesia*
75.1 Emirates
74.2 Cathay Pacific
73.6 Qantas
72.8 SilkAir
71.5 Other full service airlines

71.2 Budget Airlines
72.0 Jetstar Asia
71.8 Scoot
71.6 AirAsia
70.4 Tiger
70.8 Other budget airlines

74.2 Tourism

74.4 Hotels
Luxury & Upscale Hotels
75.1 The Ritz-Carlton
74.6 Marina Bay Sands
74.2 Grand Hyatt
73.7 Hotel Michael
73.5 Pan Pacific Singapore
72.8 Shangri-La
72.2 Mandarin Orchard
72.1 Marina Mandarin
Economy Hotels
70.6 Fragrance Hotel
69.5 Hotel 81

74.9 Other hotels

73.3 Attractions
74.9 Sentosa
74.5 Singapore Zoo
73.9 Jurong Bird Park
73.4 S.E.A. Aquarium
73.2 Singapore Flyer
73.2 Gardens By The Bay
72.8 River Safari
71.9 Universal Studios
71.8 Adventure Cove
71.1 Night Safari
70.4 Singapore Discovery Centre
71.2 Other attractions

73.4 Finance & Insurance

74.1 Banks
74.5 DBS
73.9 Citibank
73.8 OCBC
73.6 Maybank
73.1 Standard Chartered
72.8 HSBC
72.4 UOB
72.0 Other banks

72.5 Life Insurance
74.4 Great Eastern
73.1 AIA
72.4 NTUC Income
72.0 Prudential
70.1 Aviva
71.1 Other life insurers

72.4 Motor & Other Personal Insurance
73.1 NTUC Income
73.0 AXA
73.0 AIG
71.8 Other motor & personal insurers

71.9 Credit Cards
72.8 American Express
72.4 Citibank
72.3 DBS
72.0 Maybank
72.0 UOB
71.5 OCBC
71.4 HSBC
70.6 Other credit cards

71.9 Health & Medical Insurance
72.2 Prudential
72.2 AIA
72.1 NTUC Income
71.1 Great Eastern
71.7 Other health & medical insurers

72.1 Retail

72.5 Fashion Apparels
75.5 Zara
73.6 Adidas
73.2 Bossini
72.9 G2000
72.4 Uniqlo
72.1 Esprit
71.9 Cotton On
71.7 Giordano
71.2 Hang Ten
71.1 H&M
72.7 Other fashion apparels

72.4 Supermarkets
73.1 NTUC Fairprice
72.4 Sheng Siong
72.3 Cold Storage
71.6 Giant
70.0 Other supermarkets

71.4 e-Commerce
73.7 Zalora*
73.1 Groupon
72.6 Ebay
71.7 Taobao/Tmall
71.5 Qoo10
71.4 Carousell
70.0 Amazon
69.2 Other e-Commerce

71.2 Department Stores
73.6 DFS*
72.1 Takashimaya
72.1 Robinsons
71.7 Metro
71.2 BHG
70.9 Isetan
70.1 Tangs
69.2 OG
70.3 Other department stores

CSISG
Customer Satisfaction Index of Singapore

2017 National Score
•••• 72.9

71.8 Healthcare

74.4 Private Hospitals*
- **75.4** Mount Alvernia
- **74.7** Mount Elizabeth Orchard
- **74.6** Raffles
- **74.2** Gleneagles
- **74.2** Parkway East
- **73.9** Mount Elizabeth Novena
- **73.7** Thomson Medical

71.0 Polyclinics
- **72.2** NUP
- **70.8** SingHealth
- **70.4** NHG

70.7 Restructured Hospitals
- **71.8** KK Women's & Children's
- **71.5** Changi General
- **71.4** Khoo Teck Puat
- **71.0** National University
- **70.8** Ng Teng Fong
- **70.7** Tan Tock Seng
- **70.3** Alexandra
- **68.6** Singapore General

71.7 Food & Beverage

73.6 Snack Bars & Food Kiosks*
- **72.6** Old Chang Kee
- **71.0** Jollibean
- **74.2** Other snack bars & food kiosks

71.9 Cafes & Coffee Houses
- **73.2** Starbucks
- **70.3** Toast Box
- **70.2** Ya Kun
- **72.2** Other cafes & coffee houses

71.7 Fast Food Restaurants
- **72.9** Burger King
- **72.7** McDonalds
- **71.6** Mos Burger
- **70.7** Subway
- **70.4** KFC
- **70.3** Other fast food restaurants

71.5 Restaurants
- **73.5** Thai Express
- **73.5** Boon Tong Kee
- **73.4** Astons
- **73.0** Din Tai Fung
- **72.7** Sushi Tei
- **72.6** Jack's Place
- **72.6** Crystal Jade Kitchen
- **72.3** Ajisen Ramen
- **72.3** Nando's
- **72.0** TungLok Signatures
- **72.0** Swensen's
- **71.4** Imperial Treasure Noodle & Congee
- **71.4** Seoul Garden
- **71.2** Sakae Sushi
- **71.1** Fish & Co
- **71.1** Pizza Hut
- **70.6** Crystal Jade La Mian Xiao Long Bao
- **70.6** Manhattan Fish Market
- **69.9** Dian Xiao Er
- **69.6** Xin Wang Hong Kong Cafe
- **70.9** Other restaurants

69.6 Info-Communications

70.3 Wireless@SG

70.2 Mobile Telecom
- **73.0** Singtel*
- **69.2** StarHub
- **66.6** M1

68.2 Broadband
- **68.2** StarHub
- **68.2** M1
- **68.0** Singtel

67.4 PayTV
- **67.6** StarHub
- **66.9** Singtel

67.8 Land Transport

71.8 Taxi Services*
- **73.4** Transcab
- **73.3** Premier
- **71.8** SMRT
- **71.4** ComfortDelGro
- **69.3** Prime

69.3 Transport Booking Apps*
- **70.4** Uber
- **69.5** Grab
- **68.3** ComfortDelGro
- **67.5** Other transport booking apps

64.9 Public Buses
- **66.6** SMRT
- **64.0** SBS Transit

64.8 Mass Rapid Transit System
- **65.1** SBS Transit
- **64.6** SMRT

This scorecard summarises the results of the CSISG 2017 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 72.9 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.

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 2016 to 2017

•••• statistically significant decrease in customer satisfaction from 2016 to 2017

•••• no significant year-on-year change in customer satisfaction score

CONTACT US

For more details on the CSISG, the ISE Corporate Membership programme, and customised research, please reach us at

Institute of Service Excellence
Singapore Management University

81 Victoria Street   Tel: +65 6828 0111
Administration Building   Fax: +65 6828 0690
Singapore 188065   Email: ise@smu.edu.sg

ise.smu.edu.sg