

Singapore Management University

Institutional Knowledge at Singapore Management University

Research Collection Institute of Service
Excellence (2007-2024)

Institute of Service Excellence (2007-2024)

6-2022

Customer Satisfaction Index of Singapore 2022: National Scorecard

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](#), and the [Marketing Commons](#)

This Report is brought to you for free and open access by the Institute of Service Excellence (2007-2024) at Institutional Knowledge at Singapore Management University. It has been accepted for inclusion in Research Collection Institute of Service Excellence (2007-2024) by an authorized administrator of Institutional Knowledge at Singapore Management University. For more information, please email cherylds@smu.edu.sg.



2022 NATIONAL SCORE

74.6

HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

75.5 Finance

- 75.6 e-Payment Apps
- 80.9 DBS PayLah!*
- 75.2 GrabPay
- 73.8 Fave Pay
- 74.0 Other digital payment apps

- 75.6 Banks
- 75.9 DBS
- 75.1 Citibank
- 75.0 OCBC
- 75.0 UOB
- 74.9 HSBC
- 74.8 Maybank
- 74.6 Standard Chartered
- 74.4 Other banks

- 73.8 Credit Cards
- 74.5 Citibank
- 74.5 Maybank
- 74.5 American Express
- 74.5 HSBC
- 74.0 Standard Chartered
- 73.9 OCBC
- 73.5 DBS
- 73.5 UOB
- 73.1 Other credit cards

74.8 Insurance

- 74.8 Insurance
- 76.0 Great Eastern
- 75.5 AIA
- 75.0 Income
- 74.4 Prudential
- 73.2 Other insurers

74.1 Tourism

- 74.1 Attractions
- 75.2 Singapore Zoo
- 75.1 Gardens By The Bay
- 73.7 Universal Studios
- 73.4 Sentosa
- 73.9 Other attractions

74.1 Land Transport

- 74.5 Public Buses
- 75.0 SMRT Buses
- 74.7 SBS Transit
- 73.1 Other bus operators
- 74.2 Mass Rapid Transit System
- 76.3 SBS Transit
- 73.1 SMRT
- 73.4 Point-to-Point Transport
- 77.1 Gojek*
- 76.5 Strides Taxis (SMRT)*
- 75.3 ComfortDelGro
- 71.5 Grab
- 76.7 Other Ride Hailing Apps*

71.5 Food & Beverage

- 71.9 Fast Food Restaurants
- 73.8 McDonald's
- 72.3 Burger King
- 69.9 KFC
- 69.5 Subway
- 72.2 Other fast food restaurants

71.6 Restaurants

- 76.5 Din Tai Fung*
- 73.3 Sakae Sushi
- 71.4 Pizza Hut
- 71.2 Crystal Jade Kitchen
- 70.4 Swensen's
- 71.2 Other restaurants

70.6 Cafes & Coffee Houses

- 71.9 Coffee Bean & Tea Leaf
- 71.4 Starbucks
- 71.1 Toast Box
- 71.0 Ya Kun

71.3 Retail

- 72.1 Fashion Apparels
- 75.9 Uniqlo
- 71.7 G2000
- 70.9 Giordano
- 70.9 H&M
- 65.5 Cotton On
- 72.4 Other fashion apparels

71.4 Supermarkets

- 75.0 Sheng Siong*
- 74.0 Cold Storage
- 69.6 Prime
- 69.3 NTUC FairPrice
- 68.8 Giant

70.9 Department Stores

- 76.3 Takashimaya*
- 73.7 Tangs
- 71.4 Marks & Spencer
- 70.7 Isetan
- 69.7 Mustafa
- 69.5 OG
- 69.2 BHG
- 66.2 Metro

70.8 e-Commerce

- 75.1 Zalora*
- 73.6 Amazon
- 72.9 Shopee
- 71.7 Taobao/Tmall
- 70.8 Qoo10
- 69.4 Carousell
- 68.2 Fave
- 67.9 Lazada
- 69.8 Other e-Commerce

69.8 Info-Communications

- 72.7 Video Streaming Services*
- 76.3 Disney+
- 74.2 Netflix
- 72.3 Amazon Prime Video
- 69.6 MeWatch
- 70.2 Other online subscription video streaming/TV

70.0 Mobile Telecom

- 70.8 StarHub
- 69.9 Singtel
- 69.9 M1
- 68.8 Circles.Life
- 69.7 Other mobile telecom providers

69.6 PayTV

- 70.7 Starhub
- 68.8 Singtel

68.3 Broadband

- 68.8 Singtel
- 68.4 M1
- 67.7 Starhub

This scorecard summarises the results of the CSISG 2022 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 74.6 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 2021 to 2022
- Statistically significant decrease in customer satisfaction from 2021 to 2022
- No significant year-on-year change in customer satisfaction score