

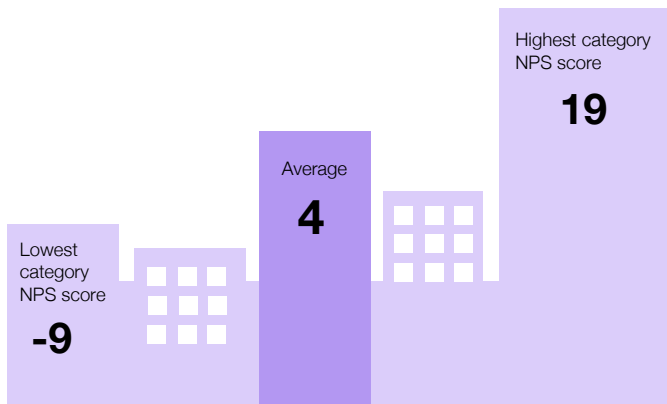
# CX Edge 2022 Customer Experience in Singapore

The inaugural CX Edge study in Singapore creates a baseline for key customer metrics including relationship health and loyalty, and customer satisfaction, as well as themes on where to focus to improve customer experience.



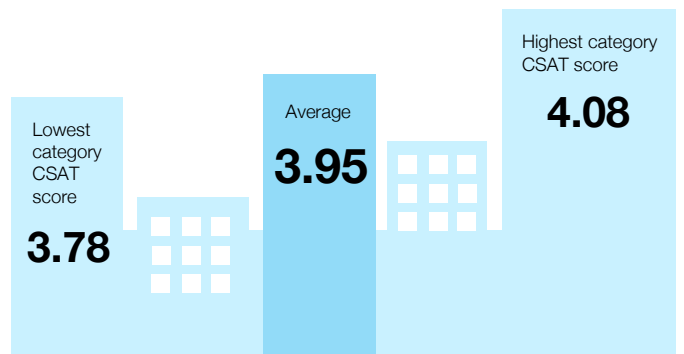
## Net Promoter Score®

Net Promoter Score® is a measure of loyalty used by many organizations. NPS scores are often compared, but differ markedly depending on the context. We observe a range for NPS from **-9** to **+19** in Singapore.



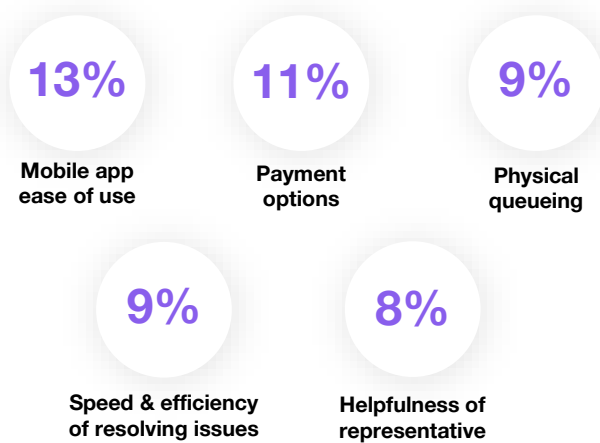
## Customer Satisfaction

After an interaction with an organization, customers are often asked to report on their satisfaction. For overall customer satisfaction (CSAT, on a five point scale) for recent experiences in Singapore, we observe a range from **3.78** to **4.08**.



## Top five improvement areas

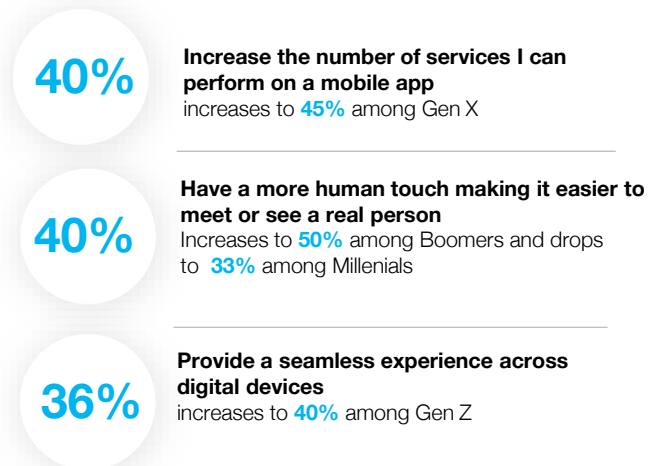
Based on recent interactions, what will it take to lift the experience? Priorities reflect everyday life – we are using our mobile phone, paying for services, wanting answers and resolution on the go.



Top five improvements desired based on recent experiences, from 20 types of improvements, across all respondents.

## Top three innovation areas

Looking forward, more utility from mobile apps, and more human touch are desired, although preferences differ depending on the audience.

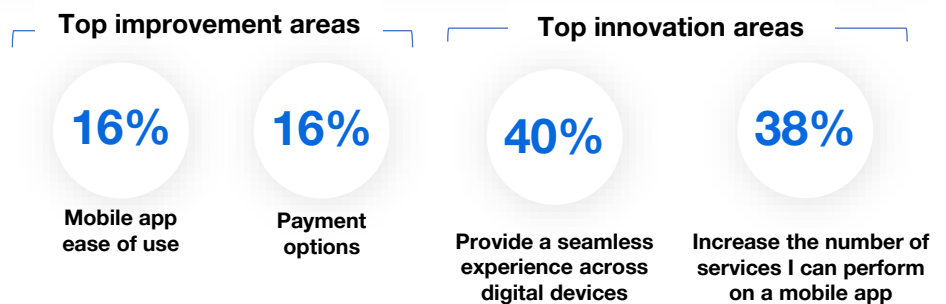


Top three innovation areas based on 7 interaction experience opportunities.

## Digital edge spotlight

Taking a closer look at distinct preferences, **7%** of people try new technology before others and prefer to have service interactions through mobile apps & online.

For this group of Digital edge consumers, expectations are more concentrated on mobile app ease of use and payment options; with seamless cross-device experiences and more self-serve capabilities desired.



Top improvement and innovation areas among digital edge consumers.

### Study design

Online panels were used to reach 2,724 consumers who have had recent experiences with a consumer brand. Respondents were asked to evaluate five brands they have had experiences with in the last 90 days. The results are based on evaluations of 109 brands across 19 consumer categories.

### Metrics

To calculate NPS, we subtract the percentage of detractors (answered 0 to 6) from the percentage of promoters (answered 9 or 10) for each consumer brand. To calculate the average NPS for each category, we average the scores of the brands surveyed for each category, and then generate a country average, by taking the mean of all the category average NPS results.

To calculate overall Customer Satisfaction which is phrased "Thinking of your most recent interactions with <brand>, what is your overall level of satisfaction?", on a five point scale, we average the scores of the brands surveyed for each category, and generate a country average by taking the mean of all the category average scores. Category scores are based on average of individual brand scores, and reported when there is a minimum of four brands and a minimum of 100 responses per brand. In Food Delivery Service a total of 90 responses was captured for one brand, but still included in calculations of category average. In Insurance, a total of 80 responses was captured for one brand, but still included in calculations of category average. All other categories met the minimum responses requirement.

\*Net Promoter Score, Net Promoter, and NPS are registered trademarks of Bain & Company, Satmetrix Systems and Fred Reichheld.

### Center for Experience Management



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