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# SINGAPORE POST COPERM XVII

**Presentation prepared by  
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**January 24, 2006**

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# RESEARCH OBJECTIVES

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- **To determine customer satisfaction levels with regard to:**
  - » **Getting Information**
  - » **Usage**
  - » **Account Management (where applicable)**
- **To determine reasons for dissatisfaction and gather suggestions for improvement.**
- **To prioritise services of concern.**

**The goal was to generate actionable findings that could assist management in making key decisions to enhance customer satisfaction.**

# RESEARCH METHODOLOGY

Survey Period: August - October 2005

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## CUSTOMER GROUP

- Large Business

## SAMPLING METHOD

n=90

Random sampling from Singapore Post list

- Large Business, General Business and Residential Customers were surveyed using the face-to-face interview technique.
  - » A separate face-to-face survey was conducted with 40 Standard Chartered Bank customers, covering areas of usage experience and image evaluation pertaining to the bank. Results were then used to further assess Singapore Post's performance in the Residential Business category.

- A 5-point scale was used for both instances where:

### Satisfaction

5 = Excellent

4 = Good

3 = Satisfied

2 = Poor

1 = Very Poor

# OVERALL PERFORMANCE

## - by Business Segments

\*\* Percentages may not add up to 100% due to rounding off.

Business Segment	COS	Mean Score	% Excel. / Gd.	% Sat.	% Dissat.
Large Business	<b>XVII</b>	<b>3.80</b>	<b>72.1</b>	<b>96.7</b>	<b>3.3</b>
	XVI	3.72	69.8	95.9	4.1
	XV	3.74	69.0	93.1	6.9
	XIV	3.76	64.0	95.5	4.5
General Business	<b>XVII</b>	<b>3.80</b>	<b>74.3</b>	<b>93.8</b>	<b>6.2</b>
	XVI	3.78	75.1	95.7	4.3
	XV	3.76	75.1	95.3	4.8
	XIV	3.68	67.7	92.5	7.6
Residential	<b>XVII</b>	<b>4.04</b>	<b>85.5</b>	<b>95.9</b>	<b>4.1</b>
	XVI	3.98	83.6	96.0	4.0
	XV	4.02	80.8	96.0	4.0
	XIV	4.02	81.5	95.6	4.4

# LARGE BUSINESS

## - Overall

