The American Express Global Customer Service Barometer is a flagship survey conducted across 9 countries – Singapore, United States, Canada, Mexico, Italy, UK, India, Japan, and Hong Kong – to capture public attitudes towards customer service. The survey is conducted among a random sample of 1,000 consumers aged 18+ in each of these countries.

**Singapore Compared To The World**

**Singaporeans Tell More People About Their Negative Customer Service Experiences**

On average, Singapore consumers told 24 people about their poor customer service experience – the second highest among the countries surveyed – but only 12 people for good customer service experience.

**Singaporeans Are Willing To Spend More With A Company That Provides Better Service**

16% more, on average, of respondents rank Singapore 1st for their willingness to spend more, on average, because of excellent customer service. In addition, 65% have spent more with a company because of a history of positive customer service experience.

**Singaporeans Appreciate Suggestions For Additional Services / Upgrades**

Singapore ranks 3rd in the world when it comes to appreciating suggestions for additional services / upgrades based on their stated needs or history with the company.

**Things To Know To Provide Great Customer Service In Singapore**

41% Speed
Takes care of customer needs more quickly

20% Personalization
Representatives that make personalized connections

20% Education
Makes me aware of benefits and services that can help me

**Key Attributes To Improve Customer Service In The Next 5 Years**

**Maximum Waiting Times For Customer Service Help**

- Less than 5 minutes: 39%
- 5 or more minutes: 36 %
- Average maximum wait-time: 11 minutes

**Maximum Waiting Time In Person**

- Less than 5 minutes: 22%
- 5 or more minutes: 38%
- Average maximum wait-time: 15 minutes

**Top 3 Traits Of A Great Customer Service Professional**

- Efficient: 32%
- Empathetic: 18%
- Empowered: 20%