

American Express Global Customer Barometer 2017

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.

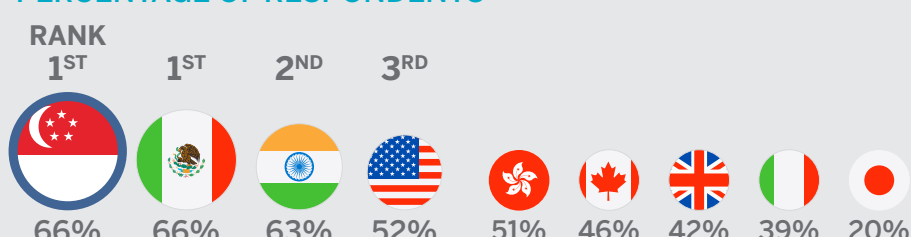
SINGAPORE COMPARED TO THE WORLD

SINGAPOREANS ARE THE MOST DEMANDING GLOBALLY ABOUT POOR CUSTOMER SERVICE



2 in 3 or **66%** of Singaporeans **did not complete a business transaction** or make a purchase because of poor customer service.

PERCENTAGE OF RESPONDENTS



1 in 3 or **33%**

of Singaporeans **will immediately consider switching companies after 1 instance of poor customer service**, and



67%

of Singaporeans are **willing to experience 2 or more bad experiences before they switch**.

SINGAPOREANS ARE WILLING TO SPEND MORE WITH A COMPANY THAT PROVIDES BETTER SERVICE



72% are **willing to spend 16% 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.

AVERAGE PERCENT MORE WILLING TO SPEND

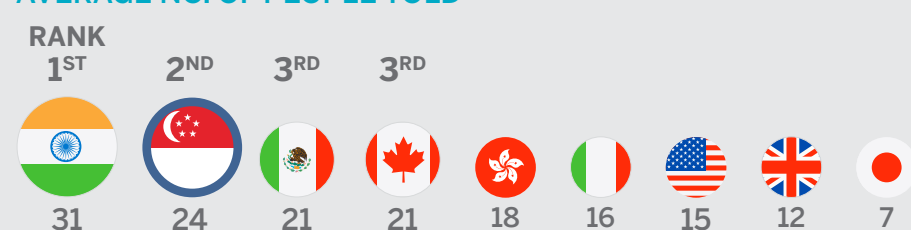


SINGAPOREANS TELL MORE PEOPLE ABOUT THEIR NEGATIVE CUSTOMER SERVICE EXPERIENCES

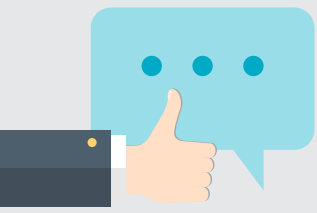


On average, Singapore consumers **tell 24 people** about their poor customer service experience – the **second highest** among countries surveyed – but only **12 people for good customer service experience**.

AVERAGE NO. OF PEOPLE TOLD

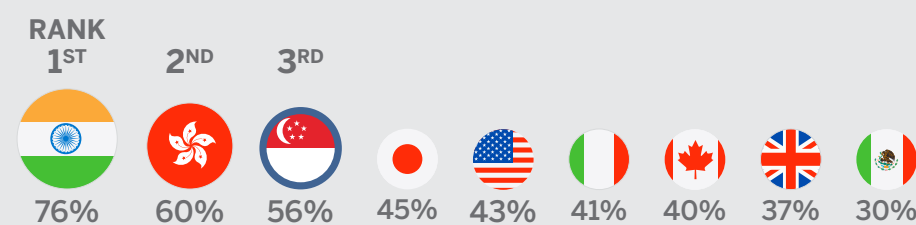


SINGAPOREANS APPRECIATE SUGGESTIONS FOR ADDITIONAL SERVICES / UPGRADES



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.

PERCENTAGE OF RESPONDENTS WHO APPRECIATE SUGGESTIONS FOR ADDITIONAL SERVICES



THINGS TO KNOW TO PROVIDE GREAT CUSTOMER SERVICE IN SINGAPORE

KEY ATTRIBUTES TO IMPROVE CUSTOMER SERVICE IN THE NEXT 5 YEARS



41%
Speed

Take care of customer needs more quickly

20%
Personalization

Train representatives to make a personalized connection

20%
Education

Make me aware of benefits and services that can help me

MAXIMUM WAITING TIMES FOR CUSTOMER SERVICE HELP



Maximum wait-time via phone



Maximum wait-time in person



TOP 3 TRAITS OF A GREAT CUSTOMER SERVICE PROFESSIONAL



Efficient

32%

Answers my questions quickly

Empathetic

18%

Connects with me personally

Empowered

20%

Able to handle my requests without transfers