

Raising service standards

How would you rate service standards in Singapore? What can be done to raise the levels of service excellence and customer satisfaction?

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I FEEL our service standards in the F&B and finance sectors have been compromised in recent years. With rising costs of rental and new regulations on foreign talent impacting operation costs, it is possible that service staff are overstretched with additional duties and responsibilities resulting in slackened service standards and attitudes. With Singapore being positioned as the wealth management hub of Asia, we have to ensure that the service standards of our financial advisers, for instance, are in line with the hub status. My own experience finds otherwise. There is a seeming lack of knowledge sharing and detailed explanation of financial instruments, making risk and benefit analysis less than adequate for making investment decisions. The sales-driven attitude overshadows any authenticity in serving and meeting the client's needs. Apart from customised staff training catered to each specific industry and role, a focus on corporate culture is important to drive home the message of serving with passion. KPIs and monetary incentives could be pegged to not just tangibles but intangibles in the form of positive customer feedback to encourage dedication in providing utmost customer satisfaction with each transaction. Start from the recruitment stage in identifying the appropriate personality and talent, to continuous training and cultivation of corporate values. I look forward to seeing more pleasant surprises in the next customer satisfaction index report.