



AN INVITATION TO SME ANALYTICS PLATFORM



UNDERSTAND YOUR CUSTOMERS

Beyond mystery audits and feedback forms, what resources do SMEs have to systematically understand how happy their customers are?



The Institute of Service Excellence and Enterprise Singapore have partnered to develop and pilot a tool that will enable businesses to measure and benchmark their customer satisfaction levels dynamically and in a data-driven fashion. Developed based on the national Customer Satisfaction Index of Singapore (CSISG), the SME Analytics platform is an online survey-based tool that will help you meet the following objectives:



- Dynamically understand your customer satisfaction performance
- Benchmark your performance against sector averages and competitors
- Identify attributes with the most impact on customer satisfaction
- Evaluate how you should prioritise your resources
- Compare performance across stores



CALLING INTERESTED COMPANIES

The Institute is looking to recruit 30 Fashion Apparel and 30 F&B (Casual Restaurants) companies. Companies should commit fully to the 6-month pilot. We are looking for companies that want to leverage customer insights to improve their business performance.

- **Participation is free of charge** (companies may choose to offer incentives to get customers to complete the survey)
- **Participation is on a first-come-first-served basis** (subject to ISE and ESG approval)
- **Participants should utilise the platform on a regular basis and commit to providing feedback to the Institute**

TO PARTICIPATE, PLEASE REGISTER YOUR INTEREST WITH US AT
SME.ISE@SMU.EDU.SG

By registering your interest, you hereby agree that the Singapore Management University (SMU) may collect, use and disclose your personal data that you provide in this Form for the purpose of sending you updates about the various events, courses, seminars and related activities organised or co-organised by SMU. You also consent to the disclosure of your personal data to SMU partners/affiliates and other third party service providers that SMU may engage from time to time. If you are providing someone else's personal data or submitting this Form on behalf of someone else, you hereby declare that you have obtained consent from the named individual(s) in this Form, for the collection, use and disclosure of his/her personal data by you to SMU, SMU business partners and other third party service providers. SMU respects the privacy of individuals and recognises the importance of the personal data you have entrusted to us and believe that it is our responsibility to properly manage, protect, process and disclose your personal data. We will collect, use and disclose your personal data in accordance with the Personal Data Protection Act 2012. If you would like to find out more about Personal Data Protection Statement, please view our Privacy Statement at <http://www.smu.edu.sg/privacy-statement> or contact us at ise@smu.edu.sg. Should you wish at any time to withdraw your consent for the collection, use and/or disclosure of your personal data after registration, please contact us at sme.ise@smu.edu.sg.