

# The CSISG model

CSISG scores are based on survey data collected from face-to-face interviews with Singapore residents at their homes. Departing tourists at Changi Airport were also surveyed for relevant sectors, such as Tourism and Transport. Each respondent is polled on his recent experience with a particular company in the sector being scored.

The main CSISG score is determined by a respondent's rating of his overall satisfaction with the company, its ability to meet expectations and how similar his experience was to his ideal. The survey then seeks to find out how satisfaction relates to three drivers – perceived quality, perceived value and expectations, and two consequences – customer complaints and loyalty.

