

FACT SHEET

POINT-TO-POINT TRANSPORT SERVICES CUSTOMER SATISFACTION SURVEY 2023

The Point-to-Point Transport (P2P) Services Customer Satisfaction Survey (PCSS) measures users' satisfaction with taxi and private hire car (PHC) services. It aims to better understand customers' expectations and identify areas for improvement. The online survey was conducted from 14 to 27 August 2023. Survey respondents were those who took taxi/PHC three times or more in a typical week and had used the P2P services on the same day of survey completion. The survey was conducted by Consulting Group - Asia Insight Pte Ltd.

2. Respondents were asked to indicate on a scale of 1 to 10, the importance of and their satisfaction with key service attributes, based on their most recent journey in a taxi or PHC¹, with 1 being "Not important at all/Very dissatisfied" and 10 being "Very important/Very satisfied". Respondents who gave a score of '6' and above were deemed to be satisfied with that attribute. The key service attributes were as follows:

- a. Waiting Time
- b. Ease of Booking
- c. Service Information
- d. Ride Comfort
- e. Driver's Knowledge of Routes
- f. Customer Service Provided by the Driver
- g. Safety
- h. Taxi Stand Accessibility (for taxi trips only)

3. The respondents' satisfaction ratings for the service attributes were then weighted by their respective importance ratings to obtain the overall mean satisfaction ratings for taxi and PHC services.

4. Table 1 shows the mean satisfaction scores for P2P services in general, taxi services, and PHC services over the last three years.

Table 1 – Satisfaction levels with P2P, taxi, and PHC services (2021-2023)

Mean Satisfaction with Point-to-Point, taxi and PHC services			
	2021	2022	2023
P2P	8.4	8.0	8.2*
Taxi	8.5	8.1	8.3*
PHC	8.3	7.9	8.1

* 2022-2023 changes that are statistically significant at the 95% level

¹ Out of the 1,500 respondents, 590 indicated that their most recent trip was on a taxi, while 910 indicated that their most recent journey was in a PHC. Their response was based on their most recent journey.

5. Table 2 shows the percentage of respondents who were satisfied with P2P services in general, taxi services, and PHC services over the last three years.

Table 2 – Satisfaction levels with P2P, taxi, and PHC services (2021-2023)

Satisfaction levels with Point-to-Point, taxi and PHC services (%)			
	2021	2022	2023
P2P	98	95	96
Taxi	98	96	97
PHC	97	95	95

6. Tables 3 and 4 show the satisfaction with the various attributes of taxi and PHC services.

Table 3 – Mean satisfaction score and percentage of commuters satisfied with taxi service attributes

Taxi Service Attributes	Satisfaction (Mean Score)		Satisfied (%)	
	2022	2023	2022	2023
Waiting Time	7.1	8.0*	78	89*
Ease of Booking	7.8	8.2*	87	92*
Service Information	8.0	8.3*	89	93*
Ride Comfort	8.3	8.4	95	95
Driver's Knowledge of Routes	8.5	8.5	95	95
Customer Service Provided by Driver	7.9	8.0	94	93
Safety	8.7	8.6	96	95
Taxi Stand Accessibility	7.6	8.1	92	94

* 2022-2023 changes that are statistically significant at the 95% level

Table 4 – Mean satisfaction score and percentage of commuters satisfied with PHC service attributes

PHC Service Attributes	Satisfaction (Mean Score)		Satisfied (%)	
	2022	2023	2022	2023
Waiting Time	6.9	7.5*	75	85*
Ease of Booking	8.0	8.4*	92	95*
Service Information	7.8	8.0	87	90*
Ride Comfort	8.1	8.2	93	95
Driver's Knowledge of Route	8.2	8.0*	93	92
Customer Service Provided by Driver	7.7	7.8	93	92
Safety	8.5	8.4	95	95

* 2022-2023 changes that are statistically significant at the 95% level

7. Table 5 shows the three most important service attributes for P2P services in general, taxi services, and PHC services.

Table 5 – Top three most important service attributes

Mode	Most Important Service Attributes	
	2022	2023
P2P	1. Safety 2. Ease of Booking 3. Service Information	1. Safety 2. Ease of Booking 3. Waiting Time
Taxi	1. Safety 2. Ease of Booking 3. Driver’s Knowledge of Route	1. Safety 2. Waiting Time 3. Ride Comfort
PHC	1. Safety 2. Ease of Booking 3. Service Information	1. Safety 2. Ease of Booking 3. Waiting Time