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**HEADLINE:** SIA tops reputation survey of major airlines

**BYLINE:** Conrad Raj

**BODY:**

SINGAPORE Airlines, which has been winning accolades from far and wide, has topped yet another survey, this time for reputation.

In beating airlines such as America's Southwest Airlines and Delta Air Lines, Germany's Lufthansa and Scandinavian Airlines System, the national carrier scored 80.3 points out of a possible 100 in the study conducted by America's **Reputation Institute**, a private research organisation, and Harris Interactive, a global Internet research firm. The study on Airline Reputation Quotient (RQ) measured the attitudes of over 20,000 airline passengers who rate 25 US and other airlines on issues ranging from safety and trust to customer service and food.

"An airline's reputation is an integral part of its overall performance," Charles Fombrum, executive director of the Reputation Institute and professor of management at the Stern School of Business at New York University, told news agency Business Wire.

"The RQ is a powerful way to quantify public perception of an airline's performance. Understanding public perceptions of airlines should be the first step in airline efforts to improve their service, maintain customers' loyalty, and compete in the marketplace," Mr Fombrum said.

SIA came out tops in customer service and food quality.

The national carrier was also regarded as among the safest airlines together with Qantas Airways and Southwest Airlines. The study said 61 per cent of respondents said they took safety into account "a lot" when choosing an airline.

However, business travellers gave Southwest Airlines and United Airlines top marks, while leisure travellers gave the highest scores to Southwest and Delta Air Lines.

Other factors taken into consideration in the ratings were financial performance and crisis handling.

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