Developing a Service Quality Index (SQI): A case study in the provision of bus services

Speaker: Professor David Hensher
Institute of Transport and Logistics Studies
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Date: 4 July 2007
Time: 2.30pm to 5.30pm
Venue: Lecture Theatre 9,
Faculty of Arts and Social Sciences
National University of Singapore
1 Arts Link, Singapore 117570

Chair: Assoc Prof Anthony Chin
Deputy Head, Department of Economics
Member, SCAPE Steering Committee

Abstract

In a global and competitive environment, the line between failure and success often depends to a large extent on cost efficiency and cost effectiveness of service quality. Under such circumstances, how do service providers evaluate the effectiveness of the services they provide? Pilot investigations using stated preference (SP) methods are being investigated and some results are reported here.

About the Speaker

Professor David Hensher is the Director of the Institute of Transport and Logistics Studies at the University of Sydney. A Fellow of the Academy of Social Sciences in Australia, Professor Hensher is one of Australia’s most cited economists. His research interests include transport economics, sustainable transport, productivity measurement, stated choice experiments, dynamic discrete-continuous choice modelling and privatisation and deregulation. In addition, Professor Hensher serves on 10 editorial boards of leading transport journals and is Area Editor of Transport Reviews. He has advised numerous governments and private sector organisations. In 2006, he received the Engineers Australia Transport Medal for his lifelong contributions to transportation.

For Whom

Any public and private sector service provider who is concerned about measuring performance, efficiency and customer satisfaction.

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