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## Celebrating retail's best and brightest at the Roy Morgan Customer Satisfaction Awards

Of the six major industries honoured in last night's annual Roy Morgan Customer Satisfaction Awards, retail accounted for 14 award categories, spanning everything from department stores to quick service restaurants, shoe stores to supermarkets. Despite their diverse specialties, the winners of each retail category share one very important quality: an unshakeable, unbeatable commitment to their customers.

As usual, the retail awards went to a mix of first-time winners and veteran champions. Among those enjoying their first victory were Soul Pattinson (Pharmacy/Chemist of the Year), Rockmans (Clothing Store of the Year) and Athlete's Foot (Shoe Store of the Year); while Myer (Department Store of the Year), Harris Scarfe (Discount Department Store of the Year) and Supercheap Auto (Auto Store of the Year) were among those who racked up repeat victories.

This year saw the debut of the Liquor Store of the Year category, and competition was fierce. But Dan Murphy's prevailed, taking out the honours in style.

### Complete list of Retail winners:

Auto Store of the Year	<b>Supercheap Auto</b>
Coffee Shop of the Year	<b>Donut King</b>
Clothing Store of the Year	<b>Rockmans</b>
Department Store of the Year	<b>Myer</b>
Discount Department Store of the Year	<b>Harris Scarfe</b>
Discount Variety Store of the Year	<b>The Reject Shop</b>
Furniture/Electrical Store of the Year	<b>Betta Home Living</b>
Hardware Store of the Year	<b>Home Timber &amp; Hardware</b>
Chemist/Pharmacy of the Year	<b>Soul Pattinson</b>
Quick Service Restaurant of the Year	<b>Pizza Capers</b>
Liquor Store of the Year	<b>Dan Murphy's</b>
Shoe Store of the Year	<b>The Athlete's Foot</b>
Sports Store of the Year	<b>Rebel Sport</b>
Supermarket of the Year	<b>Foodland</b>

### Michele Levine, CEO, Roy Morgan Research, says:

*"As online shopping continues to reshape the retail landscape, and consumers' demands and expectations increase accordingly, businesses have one choice: evolve or dissolve. But even while retailers are adapting to new technologies, 'omni-channel' shoppers and increased pressure from internationals setting up shop in Australia, it's crucial they don't lose sight of the big picture.*

*“All the bells and whistles in the world won’t save you if your customers aren’t satisfied. At the end of the day, consumers want a positive shopping experience, regardless of whether they’re shopping in-store or via a digital device – and are quick to reward excellent customer service with loyalty and word-of-mouth recommendations. Just ask our 14 retail award-winners!”*

**For comments or more information about Roy Morgan Research’s Customer Satisfaction Awards, please contact:**

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#### **Related research findings**

Visit the Roy Morgan [Customer Satisfaction Awards website](#). This website monitors the ongoing movements in Customer Satisfaction for many businesses across different industries.

#### **About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

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