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Roy Morgan Customer Satisfaction Awards 2016: Australia's most service-oriented retailers announced

Sam Walton of US mega-chain Wal-Mart once remarked that "The goal as a company is to have customer service that is not just the best but legendary" – a philosophy clearly shared by the winners of the 14 retail categories in the Roy Morgan 2016 Customer Satisfaction Awards, announced last week in Melbourne.

As usual, the awards went to a mix of first-timers and veterans. Among those enjoying their moment in the customer satisfaction spotlight for the first time were Clothing Store of the Year, Jeanswest; Quick Service Restaurant of the Year, Guzman y Gomez; and Liquor Store of the Year, First Choice Liquor.

Meanwhile, among the repeat champions were Rebel Sport (Sports Store of the Year), ALDI (Supermarket of the Year) and The Good Guys (Furniture/Electrical Store of the Year), celebrating their third, fourth and fifth victories respectively.

Complete list of Retail winners for 2016:

Auto Store of the Year	Supercheap Auto
Coffee Shop of the Year	Muffin Break
Clothing Store of the Year	Jeanswest
Department Store of the Year	Myer
Discount Department Store of the Year	Target
Discount Variety Store of the Year	The Reject Shop
Furniture/Electrical Store of the Year	The Good Guys
Hardware Store of the Year	Home Timber & Hardware
Chemist/Pharmacy of the Year	Soul Pattinson
Quick Service Restaurant of the Year	Guzman y Gomez
Liquor Store of the Year	First Choice Liquor
Shoe Store of the Year	Spend-Less Shoes
Sports Store of the Year	Rebel Sport
Supermarket of the Year	ALDI

Michele Levine, CEO, Roy Morgan Research, says:

"What a tumultuous year 2016 was for the retail industry! Several high-profile businesses that Roy Morgan has been measuring for years suffered major blows. First, there was Dick Smith going into receivership back in January, then Eagle Boys Pizza went into voluntary administration, followed by the collapse of kids'-wear chain Pumpkin Patch and shoe store Payless Shoes..."

“However, it wasn’t all doom and gloom. Our Retail winners prevailed in this often challenging environment, steadfastly providing shoppers with a level of service that not only set the standard for their categories, but paved the way for the repeat business and invaluable word-of-mouth recommendations that go hand in hand with a satisfied customer base.

“In these times of technological upheaval, economic uncertainty and increased competition from the seemingly endless influx of internationals (including the daunting prospect of Amazon’s Australian arrival later this year), retailers need to be adaptable and prepared to meet change head on.

“But not everything is in flux: the importance of customer satisfaction remains a cornerstone of retail success, and our winners clearly understand this. Congratulations to all of you, for not losing sight of the consumer amid industry-wide disruption.”

The [Roy Morgan Customer Satisfaction Awards](#) highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, engagement, loyalty, advocacy and NPS® (NB: NPS is a registered trademark of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.) across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

Need to know what is driving (or sabotaging) your customer satisfaction? For comments or more information, please contact:

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

customersatisfactionawards.com

How Roy Morgan scores Customer Satisfaction

What constitutes satisfaction?

For each product or service Roy Morgan Research asks customers to rate that product or service on a scale of: ‘very satisfied’, ‘fairly satisfied’, ‘neither satisfied nor dissatisfied’, ‘fairly dissatisfied’ and ‘very dissatisfied’ or ‘completely satisfied’, ‘somewhat satisfied’, ‘neither satisfied nor dissatisfied’, ‘not very satisfied’ and ‘not at all satisfied’. We combine those that were ‘fairly satisfied’ and ‘very satisfied’ and calculate this as a percentage of total customers. For every category only customers of that product or service are included.

Collection of satisfaction ratings

Roy Morgan Research has over 75 years' experience in collecting objective, independent information on consumers. We conduct Australia's largest continuous nationwide single source survey, conducting approximately 50,000 face-to-face interviews with consumers across Australia every year. Customer Satisfaction ratings are collected as a part of these surveys. For more information on how we collect our data, please view the Single Source fact sheet.

Time periods

Roy Morgan Research continuously monitors customer satisfaction throughout the year. We use cumulative rolling monthly averages to obtain a large enough sample so that smaller or niche brands can be monitored alongside larger ones. Current time periods are determined by each industry and the businesses within that industry; these are generally six or 12 month rolling averages. The specific time periods for the Roy Morgan Customer Satisfaction Awards are published with the results.

Sample sizes

To ensure accuracy in our monitoring Roy Morgan Research requires that organisations must have a sample of at least 100 customers from Roy Morgan's Single Source survey that have used the products or service of that organisation in any given rolling period. Those sample sizes are published with results.