

Discover your edge

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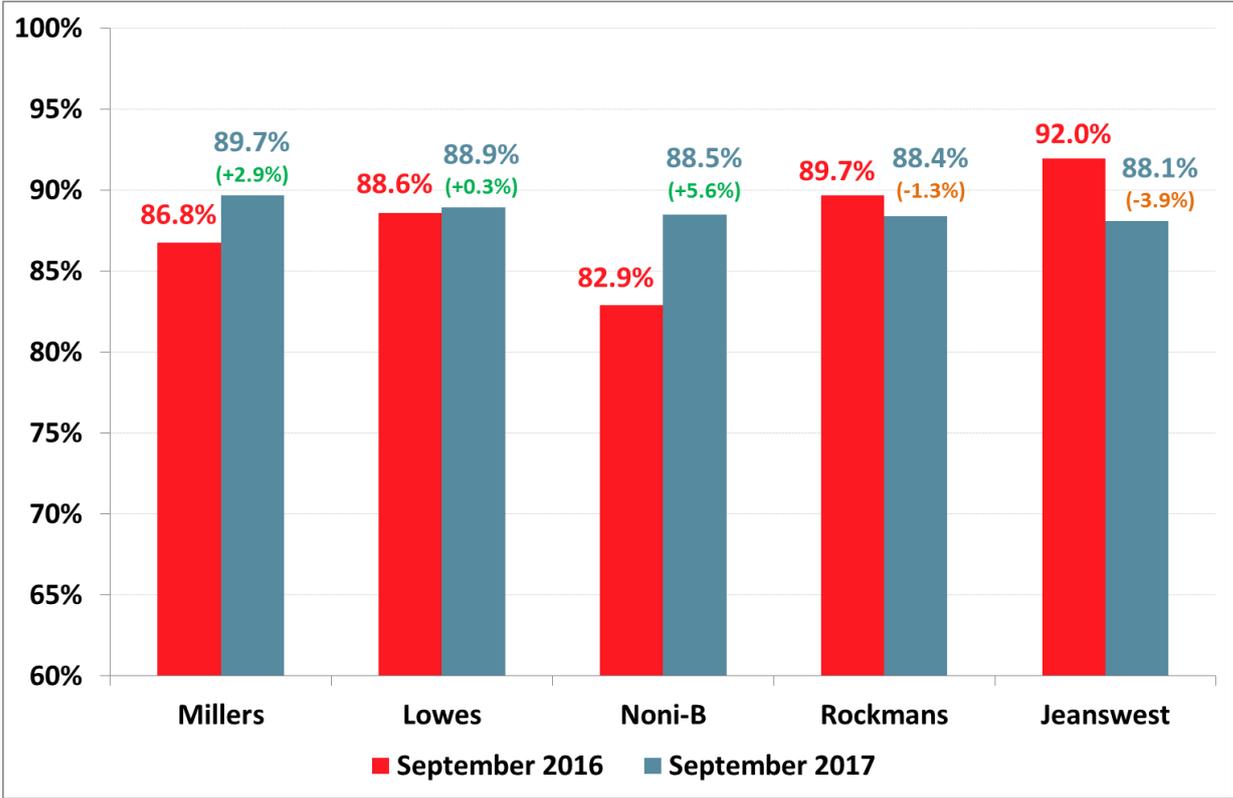
It's Official: Millers, Lowes and Noni-B lead for customer satisfaction

Millers is Australia's leading clothing store in September with an impressive customer satisfaction rating of 89.7% putting the chain marginally ahead of rivals Lowes, Noni-B, Rockmans and Jeanswest in the very competitive clothing store category.

Millers has improved its performance over the past year by 2.9% grabbing top spot ahead of Lowes on a customer satisfaction rating of 88.9% and Noni-B on 88.5%. Both Lowes and Noni-B also increased their customer satisfaction rating over the past 12 months.

Rounding out the top 5 in September are the last two winners of the Roy Morgan Annual Customer Satisfaction Award for the category with 2015 winners Rockmans on a customer satisfaction rating of 88.4% just ahead of 2016 winners Jeanswest on 88.1%.

Roy Morgan Clothing Store Customer Satisfaction September 2017 – Top 5



Source: Roy Morgan Single Source Australia, October 2015 – September 2016, n=14,416; October 2016 – September 2017, n=14,910. Base: Australians 14+.

Michele Levine, CEO, Roy Morgan Research, says:

“The dedicated clothing store segment is one of Australia’s most hotly contested retail environments and with recent entrants to the market including overseas retailers H&M, Zara, Uniqlo, Debenhams and retail giant Amazon on the way the competition is heating up and only those retailers at the top of their game will prosper. Debenhams opened its flagship Australian store only a week ago at St. Collins Lane in Melbourne.”

FOR IMMEDIATE RELEASE

“In this cutthroat environment it is imperative for retailers to meet, and if possible exceed, their customers’ expectations for retail excellence – including unmatched customer service measured here as part of the Roy Morgan Customer Satisfaction Ratings.

“The strong performance of Millers which achieved a customer satisfaction rating of 89.7% stands the local brand in good stead to resist these competitive pressures. Other stores to perform well in September include Lowes, Noni-B and previous Annual Roy Morgan Customer Satisfaction Awards winners Rockmans and Jeanswest.

“Roy Morgan measures over 20 dedicated clothing store brands on an ongoing basis and it isn’t easy to be awarded the monthly prize in this category. Analysis of the results across all 20+ brands shows only a handful needing to lift their game after slipping into dangerous territory with customer satisfaction ratings in September below 80%.”

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 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 your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at <http://www.roymorganonlinestore.com/Awards.aspx>

For comments or more information about Roy Morgan Research’s retail and Customer Satisfaction data, please contact:

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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 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.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2