

Monday, 2 March 2020

Roy Morgan Customer Satisfaction Awards 2019: Australia's retail winners announced

The 2019 Roy Morgan Customer Satisfaction Awards were presented in Melbourne on Tuesday evening. The winners of the retail categories included some of Australia's biggest brands, as well as some lesser-known businesses, all of which have earned their place at the top of their respective industries.

There were several winners in the retail category that won twelve straight monthly awards throughout 2019, and therefore remained undefeated. These included **The Reject Shop** (Discount Variety Store), **Bunnings Warehouse** (Hardware Store), **Subway** (Major Quick Service Restaurant), **Rebel** (Sports Store) and **Foodland** (Supermarket).



Guardian over the moon on taking the mantle of Chemist/Pharmacy of the Year!

Myer (Department Store) and **IKEA** (Major Furniture/Electrical Store) followed on from their wins last year, while **Supercheap Auto** (Auto Store), **The Athlete's Foot** (Shoe Store), **First Choice Liquor** (Liquor Store), **Harris Scarfe** (Discount Department Store), **Betta Home Living** (Furniture/Electrical Store), **Crust Pizza** (Quick Service Restaurant), **Guardian** (Chemist/Pharmacy) and **Michel's** (Coffee Shop) returned to the winners list after absences. **Just Jeans** (Clothing Store) won its first annual award.

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12 out of 12! Foodland celebrates Supermarket of the Year award with Roy Morgan CEO, Michele Levine (middle)

Retail category winners for 2019:

Auto Store of the Year	Supercheap Auto
Coffee Shop of the Year	Michel's
Clothing Store of the Year	Just Jeans
Department Store of the Year	Myer
Discount Department Store of the Year	Harris Scarfe
Discount Variety Store of the Year	The Reject Shop
Furniture/Electrical Store of the Year	Betta Home Living
Major Furniture/Electrical Store of the Year	IKEA
Hardware Store of the Year	Bunnings Warehouse
Chemist/Pharmacy of the Year	Guardian
Quick Service Restaurant of the Year	Crust Pizza
Major Quick Service Restaurant of the Year	Subway
Liquor Store of the Year	First Choice Liquor
Shoe Store of the Year	The Athlete's Foot
Sports Store of the Year	Rebel
Supermarket of the Year	Foodland

Click on the winners to view acceptance speeches by representatives of Supercheap Auto, Michel's, Just Jeans, Myer, Harris Scarfe, The Reject Shop, IKEA, Bunnings Warehouse, Guardian, Crust Pizza, First Choice Liquor, Rebel and Foodland.

Michele Levine, CEO, Roy Morgan, says:

“The Roy Morgan Customer Satisfaction Awards are about recognising businesses that provide consistently high levels of customer satisfaction throughout the year. By using Roy Morgan’s extensive consumer data, we have identified brands that deserve acknowledgement for what they have achieved in their particular industry.

“This year’s success stories were a mix of past winners, recent winners and new winners. Some dominated their field for the entire twelve months, whereas some scraped in by small margins. The data used in the Roy Morgan Customer Satisfaction Awards allow us to monitor each business’s response to industry-specific challenges, relative to their competitors.

“The Roy Morgan Customer Satisfaction Awards are a valuable yardstick for all businesses to gauge how they compare with competitors. Whether you’re a large brand such as Myer, Bunnings Warehouse or IKEA, or a smaller player in your industry, the only metric that matters is how satisfied your customers are.

To learn more about Roy Morgan’s retail customer satisfaction data call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

Please click on this link to the [Roy Morgan Online Store](#).

About Roy Morgan

Roy Morgan 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 has over 70 years’ experience in collecting objective, independent information on consumers.