

Wednesday, 22 February 2017

Roy Morgan announces winners of the 2016 Customer Satisfaction Awards

While conventional wisdom dictates that ‘the customer is always right’, this is not necessarily borne out in reality. All too frequently, consumers find themselves at the receiving end of service that’s indifferent or even bad, either in store, online or over the phone—making those businesses that do care about satisfying their customers all the more special and worthy of celebration. Which is precisely what happened last night at the sixth annual Roy Morgan Customer Satisfaction Awards...

At a gala dinner in Melbourne, Roy Morgan’s CEO Michele Levine presented 32 awards to businesses that consistently outperformed their peers throughout 2016 with their unwavering dedication to satisfying their customers – as judged by these very customers.

There were 12 first-time award-winners this year: among them Jeanswest, triumphant in the always action-packed Clothing Store of the Year category; Emirates, deserving recipient of the International Airline of the Year; and St.LukesHealth, showing the major players how it’s done in the Private Health Insurer of the Year category.

Repeat winners included Qantas, taking out its third consecutive Domestic Airline and Domestic Business Airline of the Year awards; Apple iPhone with its sixth Mobile Handset Provider title; and ALDI, who snatched back the award for Supermarket of the Year from last year’s winner Foodland.

Meanwhile, in its first year as a fully-fledged bank, Greater Bank (formerly Greater Building Society) won the prestigious Bank of the Year award, beating out a field of 27 contenders.

The Annual Customer Satisfaction Awards are based on 12 months of data from Roy Morgan’s [Consumer Single Source Survey](#).

Customer Satisfaction Awards 2016 -- Winners

Finance

Bank of the Year
Major Bank of the Year
Building Society / Credit Union of the Year
General Insurer of the Year
Private Health Insurer of the Year
Risk & Life Insurer of the Year
Retail Super Fund of the Year
Industry Super Fund of the Year

Greater Bank
Commonwealth Bank
People’s Choice Credit Union
RACT
St.LukesHealth
Allianz
Macquarie
Catholic Super

Retail

Auto Store of the Year
Coffee Shop of the Year
Clothing Store of the Year
Department Store of the Year
Discount Department Store of the Year
Discount Variety Store of the Year
Furniture/Electrical Store of the Year
Hardware Store of the Year
Chemist/Pharmacy of the Year
Quick Service Restaurant of the Year
Liquor Store of the Year
Shoe Store of the Year
Sports Store of the Year
Supermarket of the Year

Supercheap Auto
Muffin Break
Jeanswest
Myer
Target
The Reject Shop
The Good Guys
Home Timber & Hardware
Soul Pattinson
Guzman y Gomez
First Choice Liquor
Spend-Less Shoes
Rebel Sport
ALDI

Telecommunications

Home Phone Provider of the Year
Home Broadband Service Provider of the Year
Mobile Handset Provider of the Year
Mobile Phone Service Provider of the Year

Southern Phone
Internode
Apple iPhone
iiNet

Travel and Tourism

Domestic Airline of the Year
International Airline of the Year
Domestic Business Airline of the Year

Qantas
Emirates
Qantas

Utilities

Electricity Provider of the Year
Gas Provider of the Year

Red Energy
Lumo Energy

Automotive

Car Manufacturer of the Year

Lexus

Michele Levine, CEO, Roy Morgan Research, says:

“Now in their sixth year, the Roy Morgan Customer Satisfaction Awards continue to be the benchmark by which customer satisfaction is measured in Australia, New Zealand and Indonesia. Reliable, accurate and totally objective, the Australian awards reflect the experiences of some 50,000 consumers, as aggregated in our Single Source survey over 12 months.

“Big or small, first-timer or veteran champion, the 32 businesses honoured in last night’s awards may come from diverse industries but they all share one crucial characteristic:

their unrivalled dedication to ensuring their customers are satisfied, and their success as rated by their customers.

“Congratulations to this year’s winners: your commitment has clearly been recognised and appreciated by your customers. Keep up the excellent work!”

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 (or sabotaging) your customer satisfaction? For comments or more information, please contact:

Allen Wei

Office: +61 (3) 9224 5388

Allen.Wei@roymorgan.com

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.