

*Discover your edge*

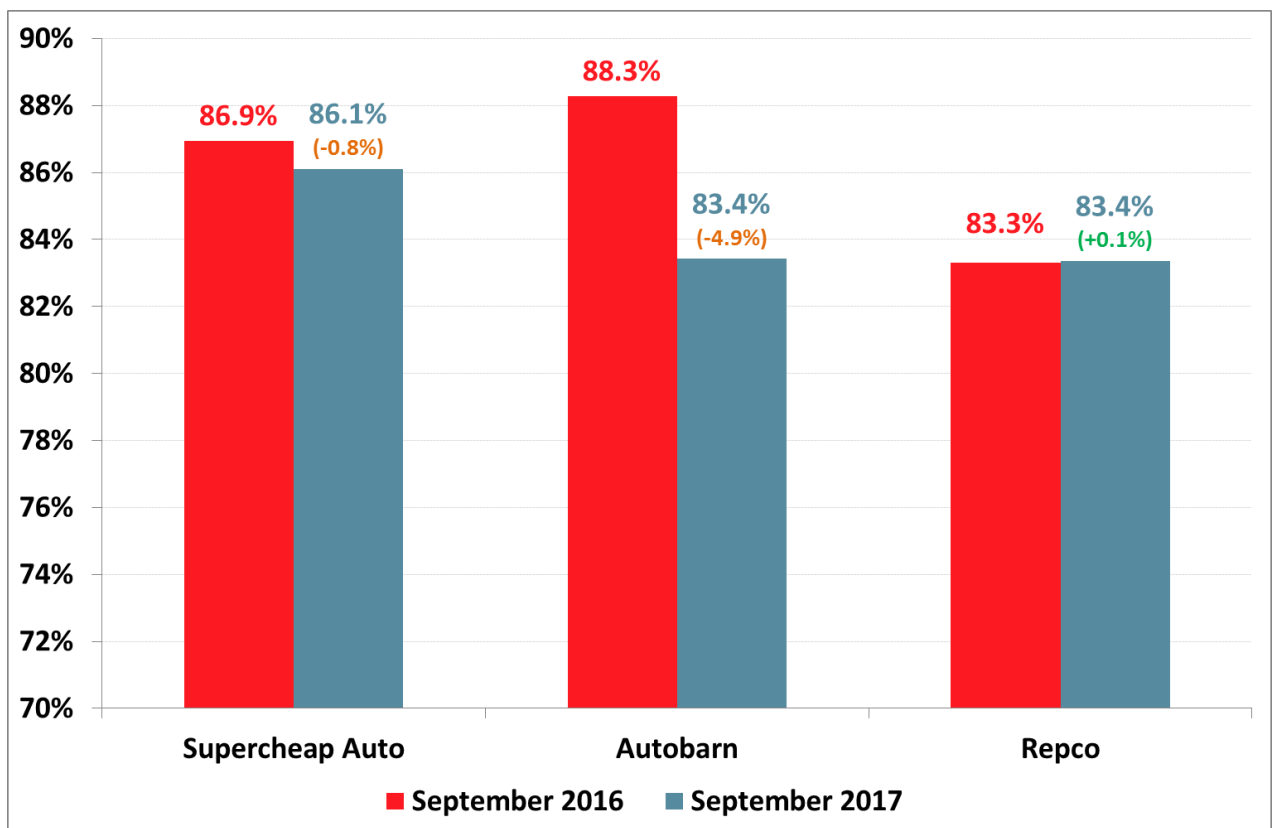
Friday, 3 November 2017

## Supercheap Auto tops for customer satisfaction again

With a market leading customer satisfaction rating of 86.1% in September putting the brand ahead of its rivals, Supercheap Auto looks set to build on its victory in last year's Annual Roy Morgan Customer Satisfaction Awards.

Autobarn, a previous winner of the Annual award has seen a decline in customer satisfaction over the past year but still rates highly on 83.4% now equal with Repco which also has a customer satisfaction rating of 83.4%, little changed from a year ago.

### Roy Morgan Automotive Store Customer Satisfaction September 2017



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:

*“Supercheap Auto has retained its position as Australia’s leading Auto Store in September with a customer satisfaction rating of 86.1% ahead of rivals Autobarn and Repco both of which had a customer satisfaction rating in September of 83.4%.*

*“Supercheap Auto has enjoyed recent success in the category winning the Annual Roy Morgan Customer Satisfaction Award in each of the last two years (2015 & 2016), however the category is a competitive one. Over the past year all three brands have tasted success by winning at least one month.”*

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
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2