

Discover your *edge*

Friday, 20 October 2017

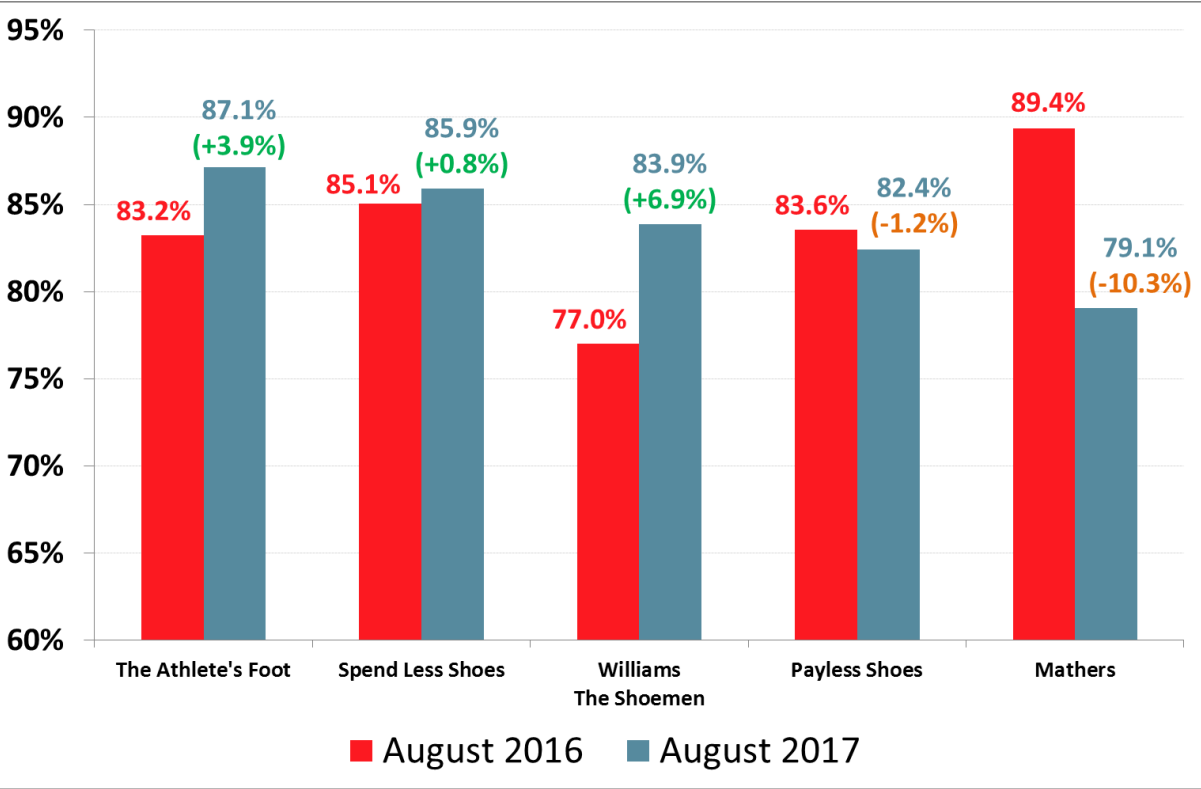
It's Official: The Athlete's Foot wins for customer satisfaction

The Athlete's Foot has Australia's most satisfied shoe store customers in August with a customer satisfaction rating of 87.1% an increase of 3.9% on a year ago.

Close behind are Spend Less Shoes with a customer satisfaction rating of 85.9% and Williams The Shoemen on 83.9% – both of these shoe stores improved their customer satisfaction ratings from a year ago.

In contrast, Payless Shoes with a customer satisfaction rating of 82.4% and Mathers on 79.1% lost ground over the past year.

Roy Morgan Shoe Store Customer Satisfaction August 2017 – Top 5



Source: Roy Morgan Single Source Australia, September 2016 – August 2017. n=14,787. Base: Australians 14+.

Michele Levine, CEO, Roy Morgan Research, says:

“The Athlete’s Foot has continued its strong performance in 2017 winning the monthly Roy Morgan Shoe Store Customer Satisfaction category in August with a rating of 87.1% ahead of Spend Less Shoes on 85.9% and Williams The Shoemen on 83.9%.

“The Athlete’s Foot last won the Annual Roy Morgan Shoe Store Customer Satisfaction Award in 2015 and with just four months to go they’re in a good position to take back the Annual title from 2016 winners Spend Less Shoes.

FOR IMMEDIATE RELEASE

“Achieving high customer satisfaction results is a vital metric for retail businesses looking to maximise customer retention in an increasingly competitive marketplace. The arrival of giant US retailer Amazon, with speculation Amazon will be making a pre-Christmas launch in the next few weeks, is set to add further pressures for existing retailers.

“In this fast-moving retail age, gaining the edge on rivals with products like [Roy Morgan Helix Personas](#) allows a retailer to drill into their customer base and learn about the specific expectations, attitudes and preferences that drive their existing customers.

“Even more importantly, a sophisticated and powerful psychographic segmentation tool like [Helix Personas](#) allows a retailer to improve future growth prospects by directly targeting the new customers a retailer needs to ensure continued growth and expansion.”

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