

*Discover your edge*

Tuesday, 19 September 2017

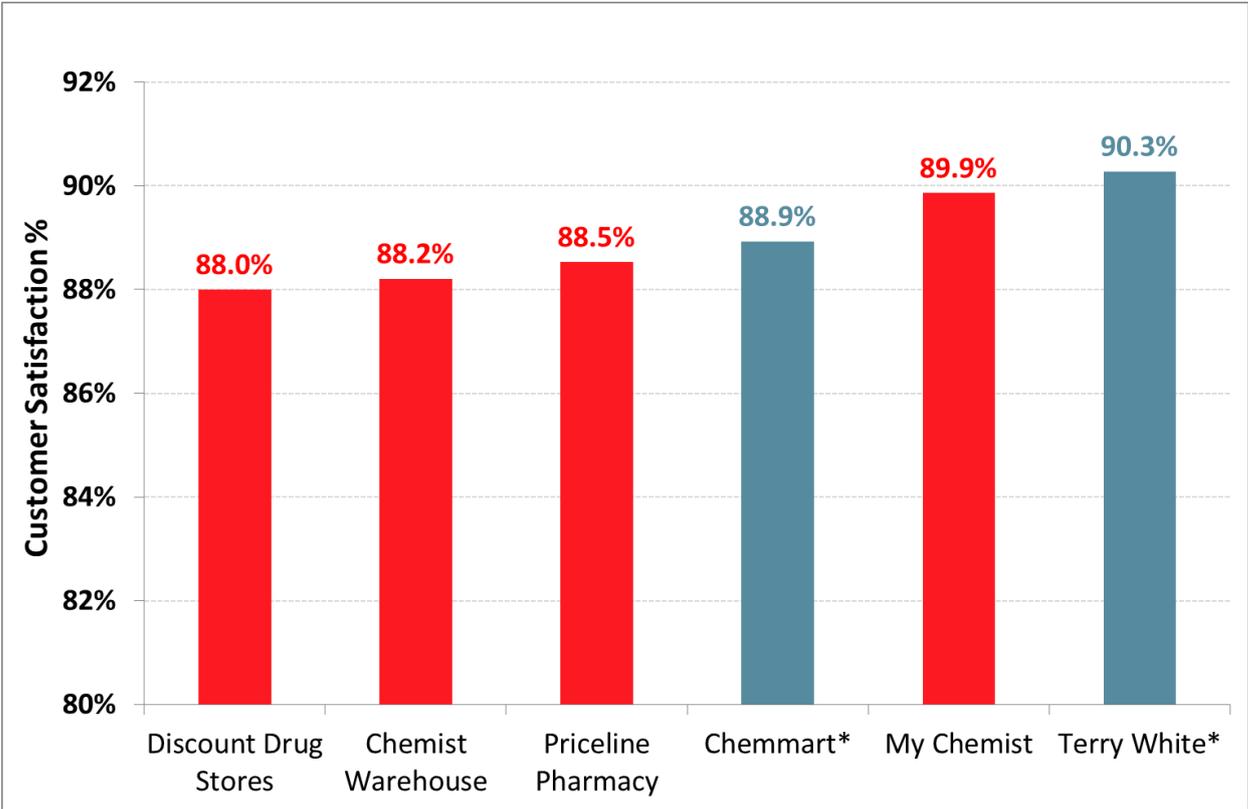
## It's Official: Terry White tops for Pharmacy Satisfaction

Terry White Chemists has again taken out top position in the Roy Morgan Pharmacy Satisfaction for July with a customer satisfaction rating of 90.3%, following on from a victory in June.

Rival My Chemist was in second position with a customer satisfaction rating of 89.9%, followed by Terry White Chemists merger partner Chemmart on 88.9%.

Terry White Chemists and Chemmart completed a merger late in 2016 and over half of the stores have now been rebranded to TerryWhite Chemmart with the full rebranding of all 500 stores due to be completed by the end of 2017.

### Roy Morgan Pharmacy Customer Satisfaction July 2017 – Top 5



Source: Roy Morgan Single Source Australia, August 2016 – July 2017. n=8,961. Base: Australians 14+. \*Terry White & Chemmart announced a merger late in 2016 with all 500 stores due to be rebranded to TerryWhite Chemmart by the end of calendar 2017.

### Michele Levine, CEO, Roy Morgan Research, says:

*“Terry White Chemists has continued its strong performance in 2017 and has now finished as one of the Top 2 pharmacies for customer satisfaction for six months in a row – swapping leadership with rival My Chemist during this period.*

*“In third position is Terry White merger partner Chemmart which has seen an improved performance in 2017 following the completion of the merger late last year and has now*

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*been rated in the Top 5 pharmacies for customer satisfaction for each of the last four months as stores of the two brands are progressively rebranded as TerryWhite Chemmart as part of the merger. As a combined entity TerryWhite Chemmart scores a combined customer satisfaction of 89.8% in July.*

*“Pharmacies to miss out on a Top 5 placing in July included Amcal, Guardian and Soul Pattinson – which was Australia’s top rated pharmacy for customer satisfaction in 2016 and took out top prize at the Annual Roy Morgan Customer Satisfaction Awards.”*

*“In this incredibly competitive market, it’s vital for pharmacies to know exactly who their customers are, and how to cater for their specific expectations, attitudes and preferences, or their satisfaction levels may suffer.”*

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:**

#### **Roy Morgan Research - Enquiries**

Office: +61 (3) 9224 5309

[askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)

### **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
7,500	±1.1	±1.0	±0.7	±0.5
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
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