

Friday, 21 June 2019

Harris Scarfe highest for discount department store satisfaction

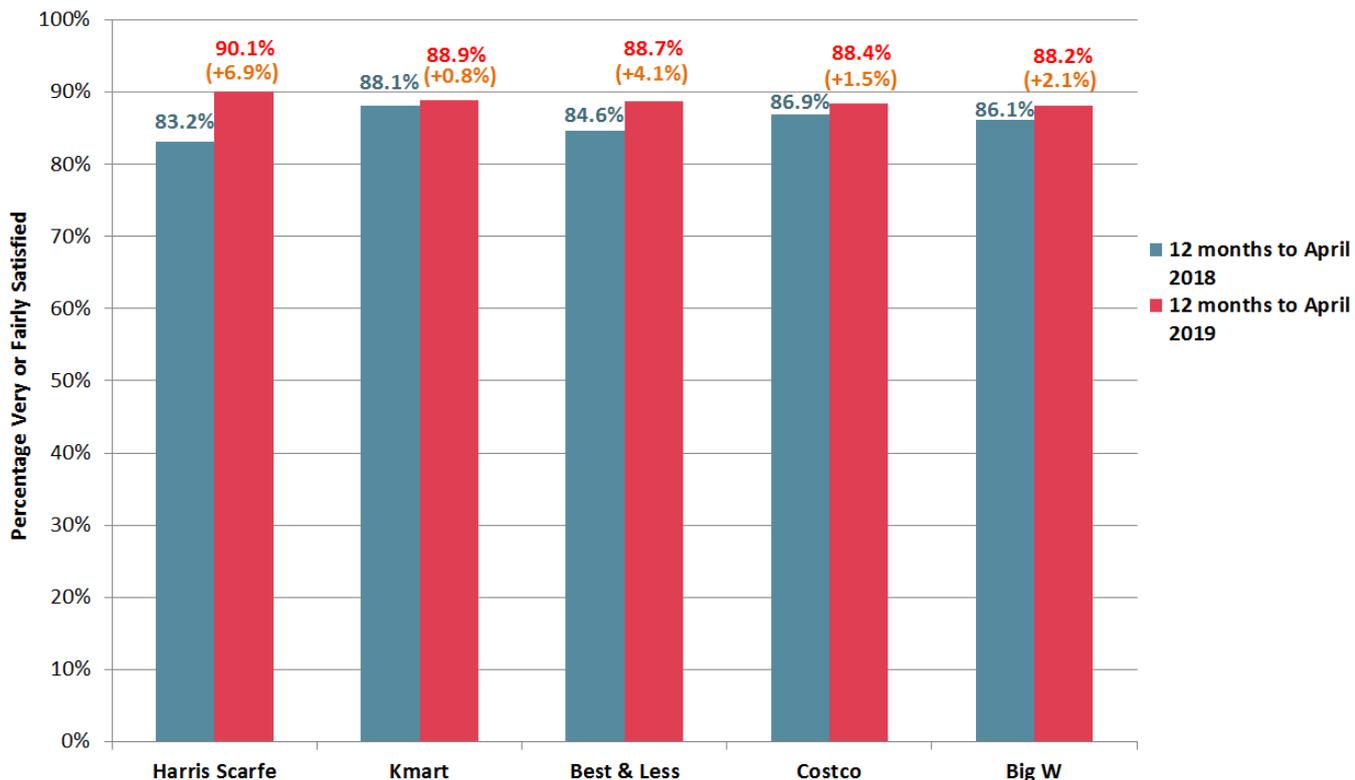
New research from Roy Morgan shows Harris Scarfe is Australia's leading discount department store with a customer satisfaction of 90.1% in April ahead of nearest rivals Kmart on 88.9% and Best & Less on 88.7%.

These are the latest results from Roy Morgan's [Discount Department Store Satisfaction Report](#) which is based on in-depth personal interviews conducted face-to-face with over 50,000 Australians per annum in their own homes, including over 9,000 interviews with people who shop at a discount department store in an average four weeks.

All five leading discount department stores increased their customer satisfaction

The biggest improvement over the past year came from Harris Scarfe which improved by 6.9% points for a customer satisfaction rating of 90.1%. The other improvers were Best & Less (up 4.1% points), Big W (up 2.1% points), Costco (up 1.5% points) and Kmart (up 0.8% points).

Discount Department Store Customer Satisfaction - Top 5 2018 v 2019



Source: Roy Morgan Single Source (Australia). 12 months to April 2018, n = 9,787; 12 months to April 2019, n = 9,468.
Base: Australians 14+ who purchased from a discount department store in the last four weeks.

FOR IMMEDIATE RELEASE

Michele Levine, CEO, Roy Morgan says:

"Harris Scarfe's victory in the Roy Morgan Discount Department Customer Satisfaction Award for April was as a result of a big improvement over the year from 83.2% to 90.1%.

"The focus on customers resulting in high customer satisfaction ratings of leading discount department stores shows that Harris Scarfe, Kmart, Best & Less, Costco and Big W and others are taking the threat posed by online retailer Amazon seriously.

"In an increasingly competitive environment with discount department stores facing increasing competition from online retailers such as Amazon, the big two department stores Myer and David Jones, specialist niche retailers and of course each other, maintaining a high level of customer satisfaction and building a reputation of trust is key."

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>

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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.

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

