Monday, 21 October 2019

Harris Scarfe tops discount department store customer satisfaction

New research from Roy Morgan shows Harris Scarfe has Australia's most satisfied discount department store customers, with a satisfaction rating of 91% in September putting it ahead of rivals Kmart and Best & Less, both on 89%. Big W and Costco are in equal fourth on 88%.

These are the latest results from Roy Morgan's Discount Department Stores Satisfaction Report which is based on in-depth personal interviews conducted face-to-face with over 50,000 Australians each year in their own homes, including more than 8,500 who shop at a discount department store in an average four weeks.
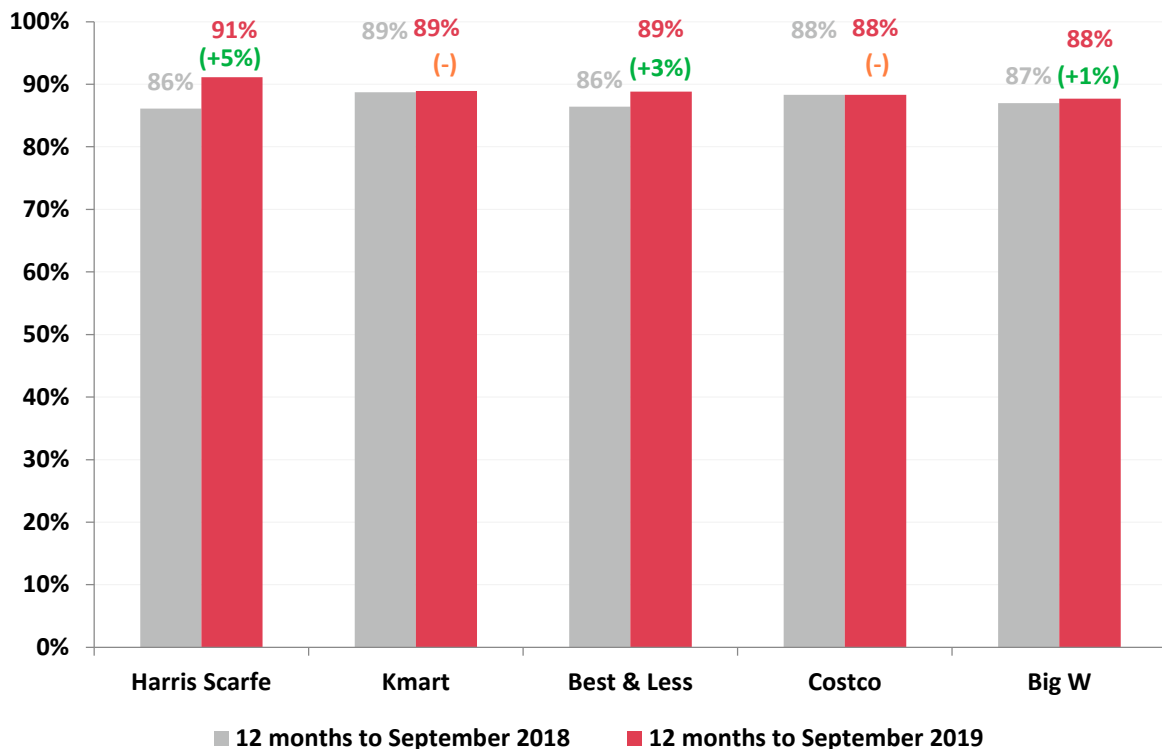
Harris Scarfe, Best & Less and Target Country were the big improvers over the past year

The biggest improvement over the past year came from Harris Scarfe which rose 5% points and Best & Less which is up 3% points. Both chains are owned by the renamed Greenlit Brands (formerly Steinhoff Asia-Pacific).

Just outside the top five in September was Target Country which increased 4% points to 87%, while Big W improved 1% point to 88%. Kmart and Costco are unchanged on a year ago.

The latest victory for Harris Scarfe continues a run of monthly wins that puts the retailer in prime position to claim the year's overall award for the first time since 2015.

Discount Department Store Customer Satisfaction - Top 5 2018 vs. 2019

Legend:
- 12 months to September 2018
- 12 months to September 2019

Store	2018	2019	Change
Harris Scarfe	86%	91%	(+5%)
Kmart	89%	89%	(-)
Best & Less	86%	89%	(+3%)
Costco	88%	88%	(-)
Big W	87%	88%	(+1%)

Source: Roy Morgan Single Source Australia, Oct. 2017 –Sep. 2018, n= 9,818. Oct. 2018 –Sept. 2019, n = 8,686.
Base: Australians aged 14+ who shopped at a discount department store.

FOR IMMEDIATE RELEASE

Michele Levine, CEO of Roy Morgan, says:

"Harris Scarfe's victory in the Roy Morgan Discount Department Store Customer Satisfaction Award for September was a result of a big improvement over the year, up 5% points from 86% to 91%.

"Customer satisfaction ratings for Discount Department Stores are at a high level currently, with all top five stores enjoying a rating of at least 88%. These excellent ratings show that traditional retailers Harris Scarfe, Kmart, Best & Less, Costco, Big W and others are taking the threat posed by online retailers seriously.

"In an increasingly competitive environment, with intense competition on price and service from online retailers such as Amazon, maintaining a high level of customer satisfaction and building a reputation of trust is key."

For comments or more information about Roy Morgan's discount department store and additional consumer data please contact:

Roy Morgan Enquiries
Office: +61 (3) 9224 5309
askroymorgan@roymorgan.com

Related research findings

For further in-depth analysis, view the Discount Department Stores Customer Satisfaction Report or find out more about Australians who shop at discount department stores, including Harris Scarfe, Best & Less, Kmart, Big W, Target, Costco and many others.

About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience collecting objective, independent information on consumers. Learn more at the new Roy Morgan Customer Satisfaction Dashboard https://www.customersatisfactionawards.com.

Roy Morgan Customer Satisfaction Awards

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.

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%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2