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Roy Morgan unveils Annual Customer Satisfaction Award winners across all categories

At first glance, the winners of Roy Morgan Annual Customer Satisfaction Awards have little in common. Some are national names, others are state-wide favourites; they provide services ranging from meals on the go to mortgages and sell everything from fan belts to frozen peas.

But, says Roy Morgan CEO Michele Levine, they share one distinguishing factor: a determination to understand what their customers need and deliver it: *“That’s what has earned each of them coveted recognition as best in their field, judged by their customers, over the year just ended — 2019.”* The awards were presented in Melbourne last night.

The data that determines who wins comes from Roy Morgan’s massive Single Source survey, for which 50,000 consumers from all around Australia are interviewed in-depth each year, in person and in their own homes.

Respondents name the companies they deal with in various categories across 32 industries, including Automotive, Banking, Supermarket and Telecommunications, and rate how satisfied they are with them. Monthly Customer Satisfaction winners are cited in each category throughout the year, with the annual award going to the company with the most of these wins.

While no-one scored a clean sweep of the monthly awards, an impressive number of companies came close. Ahm, Bunnings, Commonwealth Bank, Defence Health, Foodland, Powershop, Qantas, Rebel, RAC, the Reject Shop and Subway all won 11 of the 12 months, putting them far out of reach of their competitors.

“As customers, we put different demands on different kinds of providers, and the customer satisfaction score required to win varies significantly from industry to industry,” says Ms. Levine. *“For car manufacturers, chemists, furniture & electrical stores, and hardware stores, winning percentages are in the 90s, while for utilities providers and retail super funds the top scores are in the 50s. But whatever the base, each of the winners understands that dissatisfied customers have an enormous impact on the bottom line and they work hard to avoid that.”*

“Roy Morgan’s Annual Customer Satisfaction Awards are the gold standard in recognising companies and brands that stay ahead of the pack by knowing what their customers want and delivering it consistently. But what about companies that have claimed the top position by servicing huge numbers of customers across different award categories? As of this year, we are adding a new set of gongs to celebrate achievement on such an impressive scale: the Roy Morgan Major Players Awards.”

The winners of the Roy Morgan Annual Customer Satisfaction Awards for 2019 are:

Finance

Bank of the Year
Major Bank of the Year
Building Society / Credit Union of the Year
General Insurer of the Year
Major General Insurer of the Year
Private Health Insurer of the Year
Major Private Health Insurer of the Year
Major Private Health Insurer of the Year
- Not for Profit or Restricted
Risk & Life Insurer of the Year
Major Risk & Life Insurer of the Year
Retail Super Fund of the Year
Major Retail Super Fund of the Year
Industry Super Fund of the Year

Bank Australia
Commonwealth Bank
Newcastle Permanent Building Society
RACT
RAC
St.LukesHealth
Ahm
Defence Health
Insuranceline
MLC
Macquarie
Colonial First State
UniSuper

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Major Industry Super Fund of the Year

HESTA

Retail

Auto Store of the Year
 Coffee Shop of the Year
 Clothing Store of the Year
 Department Store of the Year
 Discount Department Store of the Year
 Discount Variety Store of the Year
 Furniture/Electrical Store of the Year
 Major Furniture/Electrical Store of the Year
 Hardware Store of the Year
 Chemist/Pharmacy of the Year
 Quick Service Restaurant of the Year
 Major Quick Service Restaurant of the Year
 Liquor Store of the Year
 Shoe Store of the Year
 Sports Store of the Year
 Supermarket of the Year

Supercheap Auto
Michel's
Just Jeans
Myer
Harris Scarfe
The Reject Shop
Betta Home Living
IKEA
Bunnings
Guardian
Crust Pizza
Subway
First Choice Liquor
The Athlete's Foot
Rebel
Foodland

Telecommunications

Home Phone Provider of the Year
 Internet Service Provider of the Year
 Mobile Handset Provider of the Year
 Mobile Phone Service Provider of the Year

Internode
Internode
Google Phone (Pixel)
ALDImobile

Travel and Tourism

Domestic Airline of the Year
 International Airline of the Year
 Domestic Business Travel Airline of the Year

Qantas
Singapore Airlines
Qantas

Utilities

Electricity Provider of the Year
 Gas Provider of the Year

Powershop
Simply Energy

Automotive

Car Manufacturer of the Year
 Major Car Manufacturer of the Year

Lexus
Mazda

For comments or more information about Roy Morgan's Annual Customer Satisfaction Award data please contact:

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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.

Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at <https://www.customersatisfactionawards.com>.

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.

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