

Wednesday, 9 June 2021

Isuzu UTE wins 'Best of the Best' Award

Vehicle manufacturer Isuzu UTE has again been named as the winner of the Roy Morgan Customer Satisfaction Award – 'Best of the Best' – taking the mantle from fellow car manufacturer Lexus. The 'Best of the Best' award goes to the company that achieved the highest customer satisfaction of all 40 winners in the Annual Roy Morgan Customer Satisfaction Awards.

Isuzu UTE also won the prestigious 'Best of the Best' Award in 2018 and their victory this year was built on the back of seven monthly victories in the Car Manufacturer of the Year category including six wins in a row from March to August 2020. Isuzu UTE came out just on top of 2019 winner Lexus (five monthly victories) Other car manufacturers to perform exceptionally well in 2020 included Toyota, Mercedes-Benz and Suzuki.

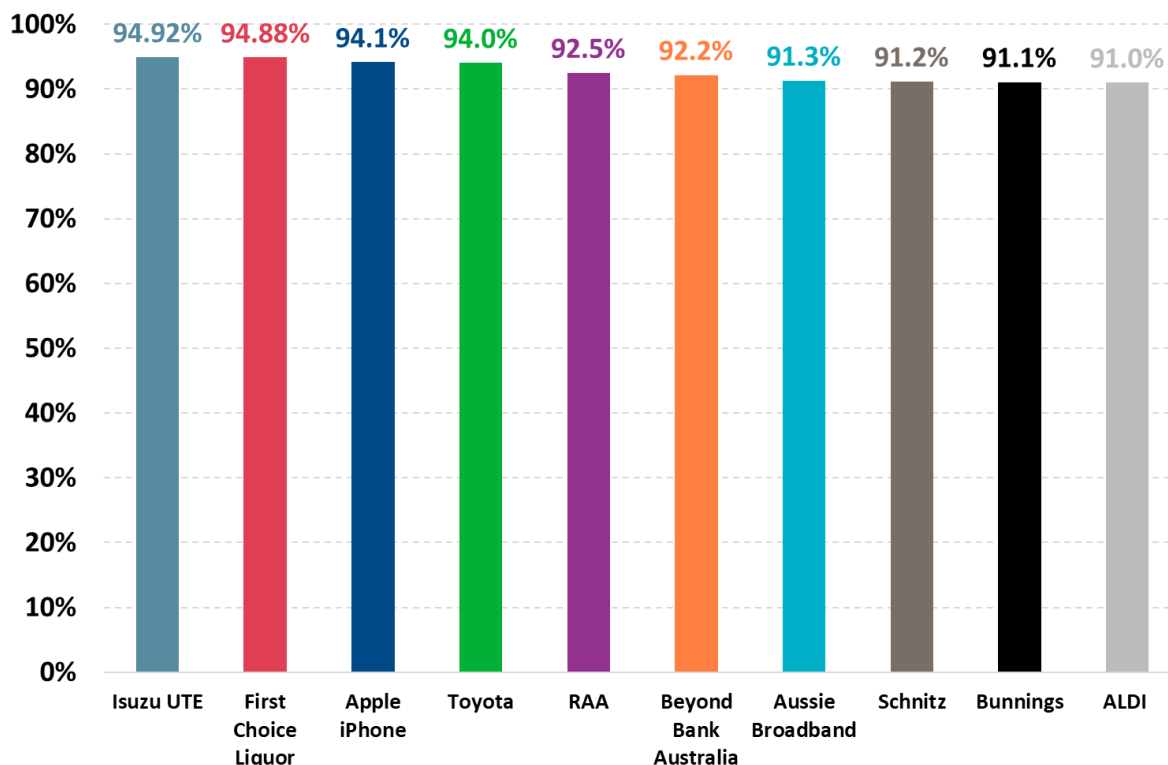
View a full list of all 40 of the 2020 Roy Morgan Customer Satisfaction Award Winners [here](#).

Isuzu UTE averaged customer satisfaction of an exceptional 94.92% in 2020 to beat Liquor Store of the Year First Choice Liquor by the barest of margins in second place on an average of 94.88%.

Other category winners to perform strongly included Handset Provider of the Year Apple iPhone on 94.1%, Major Car Manufacturer of the Year Toyota on 94.0% and General Insurer of the Year RAA on 92.5%.

There were three first-time winners in the top 10 led by Bank of the Year Beyond Bank Australia on 92.2%, Internet Service Provider of the Year Aussie Broadband on 91.3% and Quick Service Restaurant of the Year Schnitz on 91.2%.

Top 10 Roy Morgan Customer Satisfaction Award Winners 2020



Source: Roy Morgan Single Source (Australia). An average of 50,000 Australians per 12 month period aged 14+ interviewed in the time periods of 12 months to January 2020 through to 12 months to December 2020.

Michele Levine, Chief Executive Officer, Roy Morgan says Isuzu UTE has won its second 'Best of the Best' Award for outstanding customer satisfaction and the win extends the domination of Car Manufacturers with a fourth consecutive victory in the prestigious award:

"Isuzu UTE has excelled during an unprecedented year to take out the Roy Morgan 'Best of the Best' Award for a second time in 2020. Isuzu UTE's exceptional year included seven monthly victories in the Car Manufacturer of the Year category to finish just ahead of last year's winner Lexus with five wins.

"The win by Isuzu UTE continues the domination of Car Manufacturers although this year was tighter than ever before with Isuzu UTE's average customer satisfaction of 94.92% during the year only 0.04% points ahead of second-placed First Choice Liquor on 94.88%. First Choice Liquor was the only brand to finish in the top 10 of the 'Best of the Best' for a second straight year.

"Returning to the top 10 of the 'Best of the Best' was Handset of the Year winner the Apple iPhone with an average customer satisfaction rating of 94.1% in third place. Apple iPhone has featured in the top 10 'Best of the Best' on a record-equalling three occasions over the last four years.

"There were three first-time winners to feature in the top 10 led by the Adelaide-based Bank of the Year winner Beyond Bank Australia with a brilliant average customer satisfaction rating of 92.2% and the Melbourne-based Quick Service Restaurant of the Year winner Schnitz on 91.2%.

"Also featuring for the first-time was Internet Service Provider of the Year winner Aussie Broadband with a brilliant average customer satisfaction rating of 91.3%. Aussie Broadband had a perfect record during 2020 winning all 12 monthly customer satisfaction awards alongside Hardware Store of the Year winner Bunnings on 91.1% in ninth."

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 customersatisfactionawards.com.

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

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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

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