

Wednesday, 9 June 2021

Roy Morgan unveils Annual Customer Satisfaction Award winners for 2020 across all categories

Roy Morgan's Annual Customer Satisfaction Awards have been impacted by the COVID-19 pandemic – just like everything else in our lives – but after rigorous examination of the data recorded from Australians during 2020 we are able to announce the deserving winners who have excelled with high customer satisfaction ratings despite the challenges of the pandemic.

Of the 40 award winners this year nearly half, 19, are repeat winners backing up from a victory a year ago while there are 21 new winners including first-time winners Aussie Broadband, Chemist Warehouse, Elgas and Schnitz, and former winners such as Isuzu UTE, ALDI & JB Hi-Fi returning to the winner's circle.

Respondents name the companies they deal with in various categories across more than 30 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.

There were several companies to score a clean sweep of 12 monthly victories during 2020 including first-time winners Aussie Broadband and Health Partners as well as back-to-back 2019 & 2020 winners Myer, The Reject Shop, Powershop, Bunnings Warehouse, Rebel, RAC and Defence Health. Costco also returned to the winners' circle with an unblemished record in 2020 after last winning the annual award in 2017.

Also performing strongly were the Commonwealth Bank, Autobarn, Newcastle Permanent Building Society, Apple's iPhone and ahm all of which won at least 10 monthly customer satisfaction awards.

Roy Morgan CEO Michele Levine says 2020 has been a year like no other but this hasn't stopped businesses across the land stepping up to deliver high customer satisfaction to their customers in industries as diverse as finance and insurance, automotive, gas and electricity and even travel:

"Despite the COVID-19 pandemic there were several businesses that satisfied their customers at a high level in 2020 with ten businesses winning every monthly customer satisfaction award – a feat that not a single business achieved a year earlier.

"Many businesses, and particularly those in retail and hospitality, faced a major threat to their way of doing business in 2020 as a nation-wide closure early in the year forced many to close – at least temporarily. The good news for the businesses hit hardest with the lockdowns was that they proved effective with most of Australia spending the remainder of 2020 in relative normality compared to the rest of the world.

"The effective strategies of both Federal & State Governments to suppress the virus as well as the hundreds of billions of dollars support pumped into the economy returned the Australian economy to growth and one year after the pandemic began Australia is one of the few countries which now has a larger economy and higher employment than it did pre-pandemic.

"This success has been built on by all the businesses honoured in this year's Roy Morgan Annual Customer Satisfaction Awards who have thrived despite the adversity of 2020 and can look forward with confidence having satisfied their customers at a higher level than any of their competitors."

The winners of the Roy Morgan Annual Customer Satisfaction Awards for 2020 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 - Retail

Beyond Bank
Commonwealth Bank
Newcastle Permanent Building Society
RAA
RAC
Health Partners
ahm

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
 Major Industry Super Fund of the Year

Defence Health

Bupa
 OnePath
 Colonial First State
 Colonial First State
 UniSuper
 AustralianSuper

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

Autobarn
 Muffin Break
 Jeanswest
 Myer
 Costco
 The Reject Shop
 JB Hi-Fi
 JB Hi-Fi
 Bunnings Warehouse
 Chemist Warehouse
 Schnitz
 Subway
 First Choice Liquor
 The Athlete's Foot
 Rebel
 ALDI

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
 Aussie Broadband
 Apple iPhone
 ALDImobile

Travel and Tourism

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

Qantas
 Qantas

Utilities

Electricity Provider of the Year
 Gas Provider of the Year

Powershop
 Elgas

Automotive

Car Manufacturer of the Year
 Major Car Manufacturer of the Year

Isuzu UTE
 Toyota

The data that determines who wins comes from Roy Morgan's massive Single Source survey compiled from in-depth interviews with over 50,000 consumers from all around Australia.

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