

Discover your *edge*

Wednesday, 25 May 2016

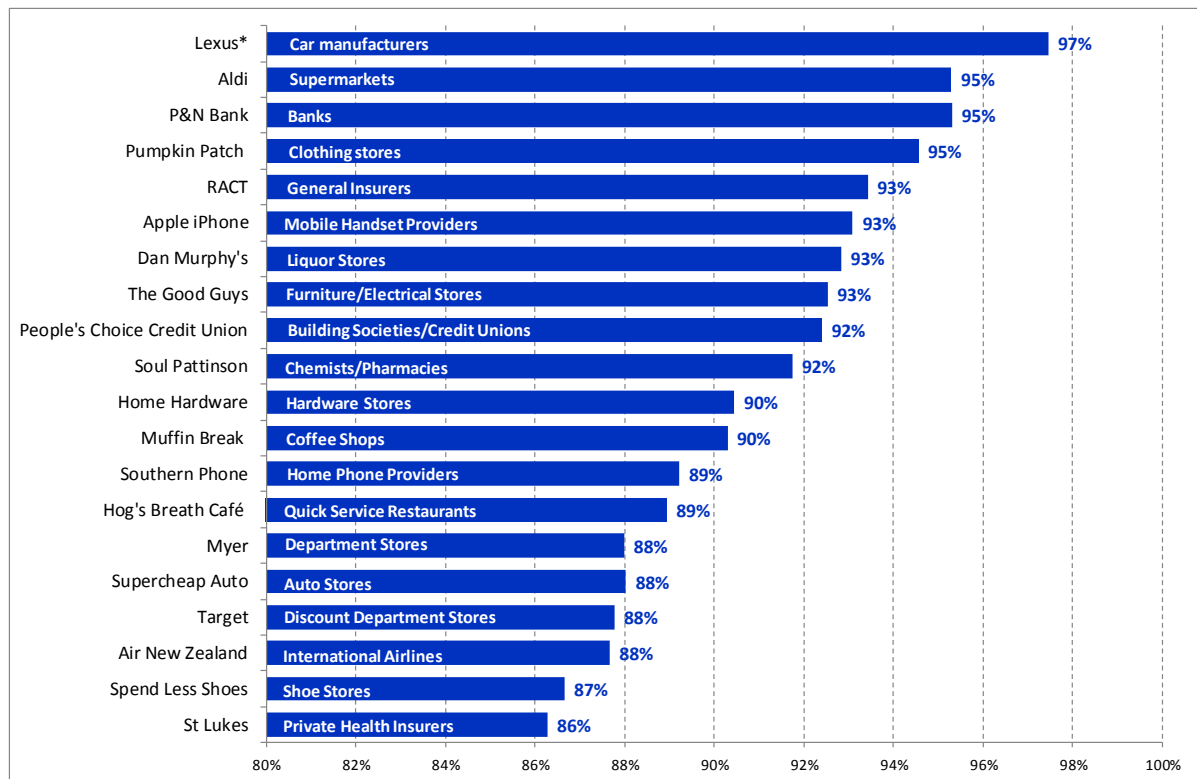
Roy Morgan Customer Satisfaction Awards: a different perspective

The results for the April Customer Satisfaction Awards are in, and full details of all 32 category winners (as well as runners up) can be seen at CustomerSatisfactionAwards.com. As usual, Roy Morgan congratulates this month's victors—including new leaders in the categories of Building Society/Credit Union, Clothing Store, Quick Service Restaurant, Mobile Phone Service Provider, Domestic Business Airline and Gas Provider—for their industry-leading commitment to keeping their customers happy.

But this month, rather than reporting all 32 winners by category, we are taking a more holistic view and comparing the customer satisfaction results of April's 20 highest-scoring businesses. As the chart below indicates, all 20 satisfied more than 85% of their customers.

As if that's not impressive enough, all businesses in the Top 10 racked up customer satisfaction rates of above 90% in April.

Who's satisfying their customers most? April's top 20 scorers



Source: Roy Morgan Single Source (Australia), May 2015-April 2016, except automotive data (April 2015-March 2016). **Base:** Australians 14+

FOR IMMEDIATE RELEASE

Wondering how we arrive at these figures? The data driving the Customer Satisfaction Awards is drawn from Roy Morgan Single Source, a survey covering some 50,000 consumers annually. Conducted primarily via face-to-face interviews, this huge nationwide study provides a thorough and accurate way to identify and recognise Australia's leaders in Customer Satisfaction.

Like all of our findings, the Customer Satisfaction results are objective and independent, reflecting the views of Australian consumers. There is no fee to be in the awards, nor can businesses pay for a good result. The only sure-fire way for a business to win its category is to consistently go that extra mile in ensuring their customers are satisfied.

Satisfaction by category: the crowd-pleasers and the could-do-betters

Whereas Chart 1 shows the 20 businesses with the highest customer satisfaction scores in April, Charts 2 and 3 compare each category's overall Customer Satisfaction average over time, from highest to lowest. A brief glimpse at these charts is sufficient to reveal how wide the field is in the customer satisfaction stakes.

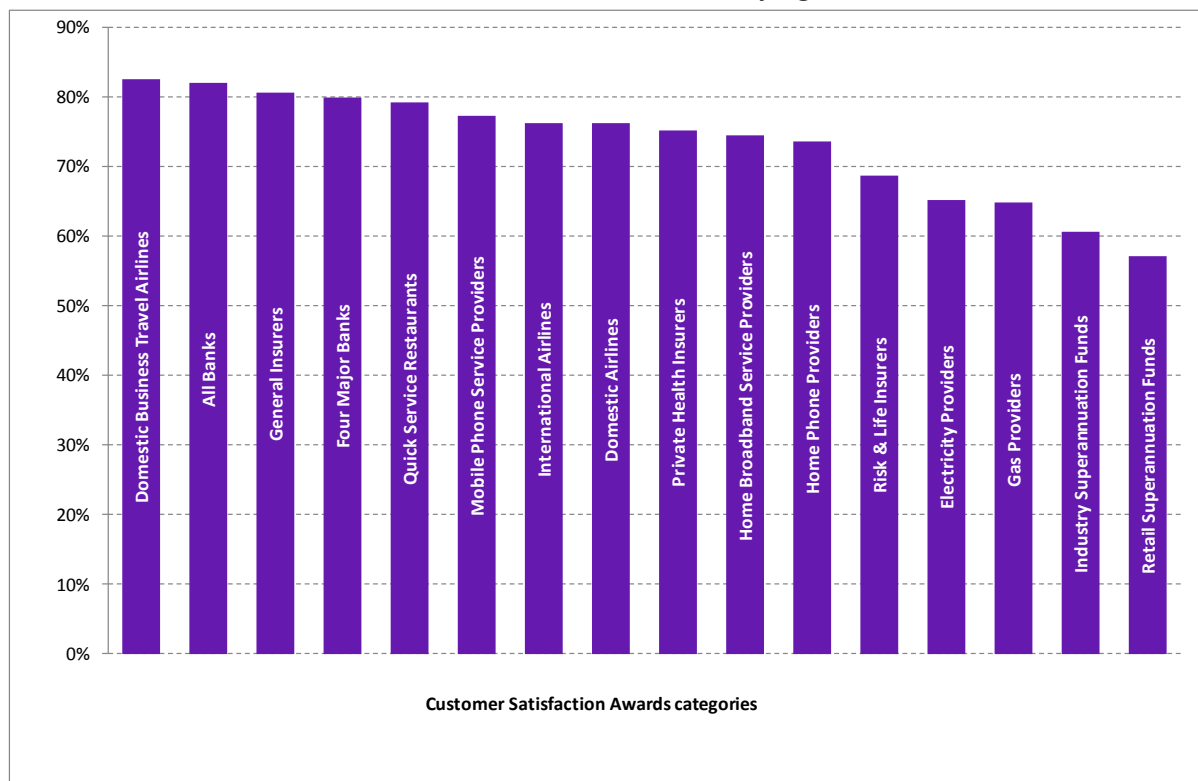
The Scale of Satisfaction 1: how different industries stack up against each other



Source: Roy Morgan Single Source (Australia), May 2015-April 2016. **Base:** Australians 14+

While Australians are clearly happy with their cars (the car manufacturer category averages a 93% satisfaction rate), their building societies/credit unions (with an average of 91%), their chemists (90%) and their hardware stores (90%), their utilities suppliers and superannuation funds leave them feeling somewhat underwhelmed, as the following chart reveals.

The Scale of Satisfaction 2: how different industries stack up against each other



Source: Roy Morgan Single Source (Australia), May 2015-April 2016. **Base:** Australians 14+

Michele Levine, CEO, Roy Morgan Research, says:

“Month after month, the Roy Morgan Customer Satisfaction Awards give an up-to-date snapshot of the businesses currently impressing their customers the most. Some categories are dominated by one leader for long periods of time, while others seem to have a new winner each month. Whatever the case, the results reflect the undiluted opinions of Australian consumers, who are quick to recognise and reward excellence in customer satisfaction.”

“It is fascinating to see how satisfaction levels can vary so much between industries, begging such questions as: what can retail and industry super funds learn from higher-scoring financial players? How can utilities providers boost their overall customer satisfaction levels (thereby minimising potential switching behaviour)?”

“Roy Morgan Research congratulates this month’s winners, who are setting such a high bar for their respective industries.”

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

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Related research findings

Visit the Roy Morgan [Customer Satisfaction Awards website](#). This website monitors the ongoing movements in Customer Satisfaction for many businesses across different industries.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research 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
7,500	±1.1	±1.0	±0.7	±0.5
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