

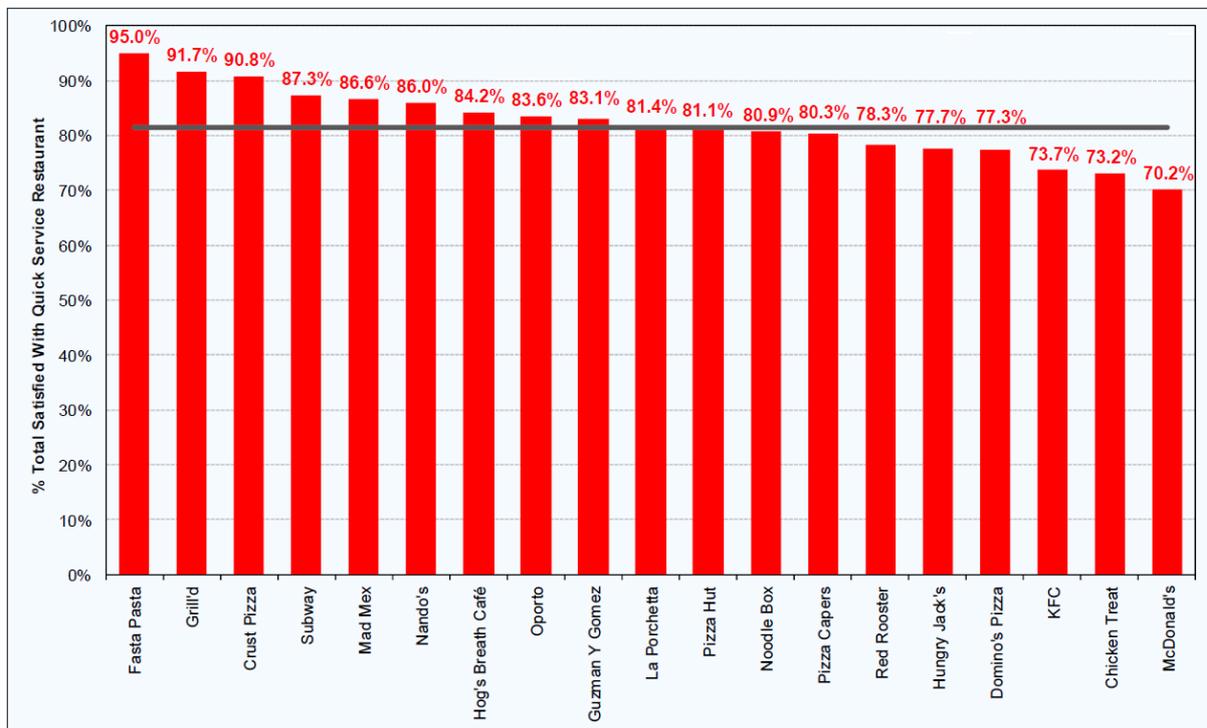
Friday, 7 December 2018

Fasta Pasta retains top spot for customer satisfaction

Fasta Pasta has held off strong competition from the Grill'd burger chain in October to win its fourth monthly Roy Morgan Customer Satisfaction Award in a row.

The quick-serve Italian food chain, which operates mainly in South Australia and Queensland, had a 95% total satisfaction rating – the proportion of customers who were 'very' or 'fairly' satisfied with their store experience.

Total satisfaction for quick-service restaurants



(Source: Roy Morgan Single Source. Base: Australians aged 14+, visited a quick-service restaurant in last 4 weeks; n=8046)

The current run of monthly awards represents a big turnaround for the company, which saw customer satisfaction slump from 87% in mid-2015 to a series of results around 80% in 2016 and 2017. From December 2017 its ratings climbed steadily back to re-take the top spot in July 2018 with a rating of 92% – overtaking Grill'd restaurants which before that had taken out every monthly Customer Satisfaction Award from April 2017 to June 2018, earning it the Annual Satisfaction Award for 2017.

Having reclaimed the top spot, Fasta Pasta has continued to improve, with the brand's total satisfaction rating hitting 93% in August, before rising to 95% for September and October.

The Satisfaction Awards are based on data collected as part of Roy Morgan's Single Source Survey, which involves in-home, face-to-face interviews with more than 50,000 respondents per year, including more than 8,000 answering detailed questions on their experience of quick-service restaurants.

The full [Quick Service Restaurants Satisfaction](#) report is available from the [Roy Morgan Online Store](#), with ongoing satisfaction data available to subscribers to the [Roy Morgan Single Source](#) survey data.

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The quick-service restaurant industry is in the middle of the pack when compared to other industries, with an overall satisfaction score of 81.4% – ahead of banks (78.5%) but a long way behind the leading sectors ‘car manufacturers’ (92.1%) and ‘hardware stores’ (90.8%).

Michele Levine, Roy Morgan CEO, commented:

“We love to see companies turn their fortunes around, and that’s exactly what Fasta Pasta has done over the past year.

“It was beginning to look as if Grill’d burgers would hold the top spot for the foreseeable future, but Fasta Pasta has lifted its game and the customer verdict is unequivocal – with a total satisfaction rating of 95%, it is going to be hard to beat in the months ahead.

“It does have a number of close competitors, however, with Crust Pizza close behind Grill’d at 90.8% satisfaction, Subway at 87.3%, Mad Mex at 86.6% and Nandos at 86.0%.

“Quick-service restaurants are always treading a fine line between speed of service and price point on the one hand, and keeping up levels of customer satisfaction on the other. Clearly Fasta Pasta is striking that balance.

“Sometimes it’s the little things that convince a customer to keep coming back, but knowing what will push their buttons means knowing exactly who is visiting the store and what they value.

“Roy Morgan provides its clients with deep psychographic data on the customers, or potential customers, that make up their target markets, to give marketing teams the best chance of understanding what the customer is looking for.”

For comments or more information about Roy Morgan’s data, please contact:

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More information on the suite of products available via the [Roy Morgan Single Source](#) and the psychographic segmentation tools provided by [Roy Morgan Helix Personas](#) is available at roymorgan.com.

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States, Indonesia and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan 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 |
| 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 |