

Wednesday, 20 February 2019

## Roy Morgan announces winners of the 2018 Customer Satisfaction Awards

To thrive as a business it is vital to provide customers with high levels of satisfaction and engagement and build enduring loyalty and advocacy. The importance of retaining a high level of satisfaction amongst customers and delivering excellent service across all facets of the business is no mean feat and makes those businesses that achieve excellent customer satisfaction worth celebrating and rewarding. This is precisely what happened last night at the eighth annual Roy Morgan Customer Satisfaction Awards.

At a ceremony in Melbourne, Roy Morgan's CEO Michele Levine presented 32 awards to businesses across a range of important industries that consistently outperformed their peers throughout 2018 with their unmatched dedication to providing excellent service and satisfying their customers – as judged by these very customers.

There were 7 first-time award winners this year; Heritage Bank (Bank of the Year), Kmart (Discount Department Store of the Year), Ikea (Furniture/Electrical Store of the Year), Optus (Home Phone Provider of the Year), Kleenheat (Gas Provider of the Year), Discount Drug Store (Chemist/Pharmacy of the Year) and Isuzu UTE (Car Manufacturer of the Year).

Repeat winners included the Commonwealth Bank winning the Major Bank of the Year award for the 6th consecutive year, Myer winning the Department Store of the Year award for the 4th consecutive year, Qantas winning the Domestic Airline of the Year award for the 6<sup>th</sup> consecutive year, Red Energy winning the Electricity Provider of the Year award for the 4<sup>th</sup> consecutive year and Rebel winning the Sports Store of the Year award for the 4th consecutive year.

The Annual Customer Satisfaction Awards are based on 12 months of data from Roy Morgan's Consumer Single Source Survey.

### Customer Satisfaction Awards 2018 – Winners

#### Finance

Bank of the Year  
Major Bank of the Year  
Building Society / Credit Union of the Year  
General Insurer of the Year  
Private Health Insurer of the Year  
Risk & Life Insurer of the Year  
Retail Super Fund of the Year  
Industry Super Fund of the Year

Heritage Bank  
Commonwealth Bank  
People's Choice Credit Union  
RACT  
St.LukesHealth  
Insuranceline  
Macquarie  
Catholic Super

#### 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  
Hardware Store of the Year  
Chemist/Pharmacy of the Year

Autobarn  
Donut King  
Rockmans  
Myer  
Kmart  
The Reject Shop  
Ikea  
Bunnings  
Discount Drug Store

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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

**Fasta Pasta**  
**Dan Murphy's**  
**Williams The Shoemen**  
**Rebel**  
**Foodland**

### **Telecommunications**

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

**Optus**  
**iiNet**  
**Apple iPhone**  
**Virgin**

### **Travel and Tourism**

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

**Qantas**  
**Singapore Airlines**  
**Qantas**

### **Utilities**

Electricity Provider of the Year  
Gas Provider of the Year

**Red Energy**  
**Kleenheat**

### **Automotive**

Car Manufacturer of the Year

**Isuzu UTE**

### **Michele Levine, CEO, Roy Morgan, says:**

*"Now in their eighth year, the Roy Morgan Customer Satisfaction Awards are the benchmark by which customer satisfaction is measured in Australia, New Zealand and Indonesia. Reliable, accurate and totally objective, the Australian awards reflect the experiences of some 50,000 consumers, as aggregated in our Single Source survey over 12 months.*

*"The 31 businesses honoured in last night's awards come from diverse industries and include large multi-nationals as well as smaller more locally focused businesses but all of last night's award winners share one crucial characteristic: their unrivalled dedication to ensuring their customers are satisfied, and their success as rated by their customers.*

*"Congratulations to this year's winners – and particularly this year's seven first time winners Isuzu UTE, Heritage Bank, Kmart, Ikea, Optus, Kleenheat and Discount Drug Stores - your commitment has clearly been recognised and appreciated by your customers. Keep up the excellent work!"*

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, NPS and Net Trust Score (NTS) across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

**To learn more about Roy Morgan's Customer Satisfaction Awards and data, call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com).**

**Please click on this link to the [Roy Morgan Online Store](#).**

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

**[customersatisfactionawards.com](http://customersatisfactionawards.com)**

## **How Roy Morgan scores Customer Satisfaction**

### **What constitutes satisfaction?**

For each product or service Roy Morgan asks customers to rate that product or service on a scale of: 'very satisfied', 'fairly satisfied', 'neither satisfied nor dissatisfied', 'fairly dissatisfied' and 'very dissatisfied' or 'completely satisfied', 'somewhat satisfied', 'neither satisfied nor dissatisfied', 'not very satisfied' and 'not at all satisfied'. We combine those that were 'fairly satisfied' and 'very satisfied' and calculate this as a percentage of total customers. For every category only customers of that product or service are included.

### **Collection of satisfaction ratings**

Roy Morgan has over 75 years' experience in collecting objective, independent information on consumers. We conduct Australia's largest continuous nationwide single source survey, conducting approximately 50,000 face-to-face interviews with consumers across Australia every year. Customer Satisfaction ratings are collected as a part of these surveys. For more information on how we collect our data, please view the Single Source fact sheet.

### **Time periods**

Roy Morgan continuously monitors customer satisfaction throughout the year. We use cumulative rolling monthly averages to obtain a large enough sample so that smaller or niche brands can be monitored alongside larger ones. Current time periods are determined by each industry and the businesses within that industry; these are generally six or 12 month rolling averages. The specific time periods for the Roy Morgan Customer Satisfaction Awards are published with the results.

### **Sample sizes**

To ensure accuracy in our monitoring Roy Morgan requires that organisations must have a sample of at least 100 customers from Roy Morgan's Single Source survey that have used the products or service of that organisation in any given rolling period. Those sample sizes are published with results.