

Wednesday, 6 March 2019

## Roy Morgan Customer Satisfaction Awards 2018: Australia's most service-oriented retailers announced

Roy Morgan presented the 2018 Roy Morgan Customer Satisfaction Awards in Melbourne last week and the 14 winners in the retail categories range from an iconic multinational Swedish furniture maker to a suite of local brands that offer the highest level of customer satisfaction to be found in their chosen business.

As usual, the awards went to a mix of first-timers and veterans. Among those enjoying their moment in the customer satisfaction spotlight for the first time were **Kmart** (Discount Department Store of the Year), **Discount Drug Stores** (Chemist/Pharmacy of the Year) and Furniture/Electrical Store of the Year **Ikea**.

There were five repeat winners led by **Foodland** as Supermarket of the Year for a second year in a row (and fourth time overall), **Myer** as Department Store of the Year for a fourth straight year, **Bunnings** as Hardware Store of the Year for back-to-back victories, **Rebel** as Sports Store of the Year for the fourth consecutive year and perhaps most impressively of all **The Reject Shop** confirming its dominance in the field as the Discount Variety Store of the Year for the seventh year running (2012-2018).

### Complete list of Retail winners for 2018:

Auto Store of the Year	<b>Autobarn</b>
Coffee Shop of the Year	<b>Donut King</b>
Clothing Store of the Year	<b>Rockmans</b>
Department Store of the Year	<b>Myer</b>
Discount Department Store of the Year	<b>Kmart</b>
Discount Variety Store of the Year	<b>The Reject Shop</b>
Furniture/Electrical Store of the Year	<b>Ikea</b>
Hardware Store of the Year	<b>Bunnings Warehouse</b>
Chemist/Pharmacy of the Year	<b>Discount Drug Stores</b>
Quick Service Restaurant of the Year	<b>Fasta Pasta</b>
Liquor Store of the Year	<b>Dan Murphy's</b>
Shoe Store of the Year	<b>Williams</b>
Sports Store of the Year	<b>Rebel</b>
Supermarket of the Year	<b>Foodland</b>

FOR IMMEDIATE RELEASE



The Kmart team celebrates a well-deserved victory as the Discount Department Store of the Year including Laurie Lai – Kmart General Manager of Marketing, Lisa Hunter – Kmart Customer Service Manager and Natalie Rixon – Kmart Corporate Affairs Advisor on the rooftop at Tonic House.

**Laurie Lai, GM Marketing of Kmart, says:**

*“We are honoured to accept the Department Store of the Year award for 2019 and celebrate our focus of make everyday living brighter for our customer in offering on-trend products at irresistibly low prices. We wish to thank and recognise our customers, the entire Kmart team from our stores, distribution centres and national office right through to our international team members who collaborate in delivering on our Kmart values and continuous commitment to our customers.”*



FOR IMMEDIATE RELEASE



*A superb 2018 gave Williams the victory as the Shoe Store of the Year for the first time since 2013 and team was excited to accept the award led by the founder of Williams Kerrie Munro and the group - Winners are certainly grinners*



*Fasta Pasta came out on top as the Quick Service Restaurant of the Year in 2018 and accepting the award on behalf of the Adelaide based chain were CEO Frank Taddeo and Marketing & Advertising Coordinator Liana Fusco.*

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

*“Although retail as an industry faces significant challenges in the years ahead as technological disruption led by the likes of online shopping giant Amazon transform the way Australians shop for products, a high level of customer service is a sure fire way for more specialised retailers to thrive in this challenging environment.*

*“The 14 winners of this year’s retail categories at the Roy Morgan Annual Customer Satisfaction Awards have all provided unmatched levels of customer satisfaction in their chosen categories setting a benchmark for competitors to strive to match.*

*“Businesses such as Myer, Bunnings, Rebel, Foodland and The Reject Shop have built on existing high levels of customer satisfaction to win consecutive awards in their categories while particular plaudits must go to first time winners Discount Drug Stores, Ikea and Kmart.*

*“Many predict 2019 will be a challenging year for retail as the decline in home prices leaves some consumers with fewer dollars to spend in retailers. By recognising the importance of customer satisfaction in locking in repeat business and invaluable word-of-mouth recommendations our 14 retail winners have gained a leg-up on the competition through their own hard work.*

*“Congratulations to all of you, for not losing sight of the importance of the consumer amid the economic and political uncertainty and industry-wide disruption we all face.”*

**To learn more about Roy Morgan’s retail customer satisfaction 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](#).**

**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 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.