

Tuesday, 17 November 2020

## Guzman y Gomez and Subway ahead in monthly Quick Service Restaurant Customer Satisfaction

As malls emptied around them and eat-in seating was blocked off due to the COVID-19 pandemic, Quick Service Restaurants around Australia pivoted to takeaway, contactless drive-through and home delivery.

**The Roy Morgan Customer Satisfaction Awards recognise the brands in this fiercely competitive industry that responded best, as judged by those who matter the most: paying customers.**

There are two award categories given for this industry: Quick Service Restaurants and Major Quick Service Restaurants. The former is open to all such restaurants, which usually means 18 to 20 brands are in competition. Because the more customers you serve the harder it is to please them all, it is often won by relatively smaller chains with fewer outlets. In recognition of this, the Major Quick Service Restaurants award is open to the top five restaurants in this category by market size.

As with all Roy Morgan Customer Satisfaction Awards, winners are determined by tens of thousands of consumers surveyed for Roy Morgan Single Source, Australia's largest and longest-running database of consumer insight. The ultimate goal is to claim enough monthly wins to take out the year's annual award.

The winner for June 2020 in the Quick Service Restaurant category is Guzman y Gomez, a strong result for the Australian-owned Mexican-food chain, ahead of the overall 2019 category winner Crust Pizza. These two are followed by Grill'd, Mad Mex and tied brands Subway and Soul Origin.

In the Major Quick Service Restaurant category Subway claimed the top spot for June (as it did in this category in the 2019 annual awards). It leads Hungry Jack's, Domino's Pizza, KFC and McDonald's.

### Quick Service Restaurant Customer Satisfaction Award for June:

1. Guzman y Gomez (winner)	
2. Crust Pizza	
3. Grill'd	
4. Mad Mex	
5. (equal) Subway & Soul Origin	

### Major Quick Service Restaurant Customer Satisfaction Award for June:

1. Subway (winner)	
2. Hungry Jack's	
3. Domino's Pizza	
4. KFC	
5. McDonald's	

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

*"Quick Service Restaurants are an important part of Australia's food scene and they offer an ever-broadening range of cuisines and options, catering for all kinds of tastes and dietary restrictions. Competition is fierce and brands are always looking for ways to stand apart and to build and retain customer loyalty."*

*The monthly Customer Satisfaction Award winners in both categories for this industry are hitting their customers' sweet spot — or perhaps that should be savoury spot — with their food and service. But can they keep up the momentum and claim the annual award for 2020? Watch this space.*

**Michele Levine is available for interview. Phone (03) 9224 5309**

**To find out more about Roy Morgan Single Source data or to further explore Australian consumer behaviour call (03) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)**

### **About Roy Morgan**

Roy Morgan is the source of the most comprehensive data on Australians' behaviour and attitudes, surveying 1,000 people in a continuous cycle that has been running for two decades. The company has more than 75 years' experience collecting objective, independent information. To go deeper on this or any other subject, ask Roy Morgan.

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