

## Roy Morgan Customer Satisfaction Awards March Winners

Roy Morgan Research has announced the monthly Customer Satisfaction Award winners. The March results show new leaders in Business Insurers Clothing Stores, Furniture/Electrical Stores, Quick Service Restaurants, Shoe Stores, Supermarkets, Home Phone Providers, Home Internet Service Provider, Domestic Airlines and Domestic Business Travel Airlines and gas Providers. Winners of each category are listed below. Full details of all winners and runners up are available at [CustomerSatisfactionAwards.com](http://CustomerSatisfactionAwards.com).

### March 2014 Award Winners:

#### **Finance**

Bank of the Month  
Major Bank of the Month  
Credit Union of the Month  
Building Society of the Month  
General Insurer of the Month  
Private Health Insurer of the Month  
Risk & Life Insurer of the Month  
Business Bank of the Month  
Major Business Bank of the Month  
Business Insurer of the Month  
Business Super Manager of the Month  
Retail Super Fund of the Month  
Industry Super Fund of the Month

Teachers Mutual Bank  
Commonwealth Bank  
People's Choice Credit Union  
Greater Building Society  
Defence Service Homes  
CBHS  
Insuranceline  
Bendigo Bank  
Westpac  
WFI  
AustralianSuper  
Asgard  
ESSSuper

#### **Retail**

Auto Store of the Month  
Coffee Shop of the Month  
Clothing Store of the Month  
Department Store of the Month  
Discount Department Store of the Month  
Discount Variety Store of the Month  
Furniture/Electrical Store of the Month  
Hardware Store of the Month  
Chemist/Pharmacy of the Month  
Quick Service Restaurant of the Month  
Service Station of the Month  
Shoe Store of the Month  
Sports Store of the Month  
Supermarket of the Month

Autobarn  
Michel's Patisserie  
Pumpkin Patch  
David Jones  
Target  
The Reject Shop  
Retravision  
True Value Hardware  
Guardian  
Subway  
Gull  
Betts / Betts Kids  
Sports Power  
Foodland

#### **Telecommunications**

Home Phone Provider of the Month  
Home Internet Service Provider of the Month  
Mobile Handset Provider of the Month  
Mobile Phone Service Provider of the Month

Southern Phone  
iinet  
Apple  
Amaysim

#### **Travel and Tourism**

Domestic Airline of the Month  
International Airline of the Month  
Domestic Business Travel Airline

Virgin Australia  
Singapore Airlines  
Virgin Australia

#### **Utilities**

Electricity Provider of the Month  
Gas Provider of the Month

Red Energy  
Red Energy

#### **Automotive**

Car Manufacturer of the Month (February 2014)

Lexus



The Customer Satisfaction Awards are based on data from Roy Morgan's Consumer Single Source survey (over 50,000 consumers annually), as well as Roy Morgan's Business Single Source survey (over 20,000 business decision makers annually). These two large, nationwide studies provide a thorough and accurate way to identify and recognise Australia's top businesses in Customer Satisfaction.

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

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

Monitor Customer Satisfaction through Roy Morgan's extensive suite of Ready-made Research Reports. Reports are updated monthly or quarterly and provide trended satisfaction for many competitors in each industry. View the [Automotive Currency Report](#); [Consumer Banking Satisfaction Report](#); [Business Banking Satisfaction Report](#); [Superannuation Satisfaction Report](#); [Non-Food Retail Satisfaction Report](#); [Supermarket Satisfaction Report](#); [Auto Store Satisfaction Report](#); [Coffee Shop Satisfaction Report](#); [Hotel & Resort Satisfaction Report](#); [Mobile Handset Satisfaction Report](#) and the [Airline Satisfaction Report](#).

**For comments or further detail, please contact:**

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**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 the United States, United Kingdom, New Zealand and Indonesia. 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.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on print media measurement, financial behaviour, voting intention and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.