

Discover your edge

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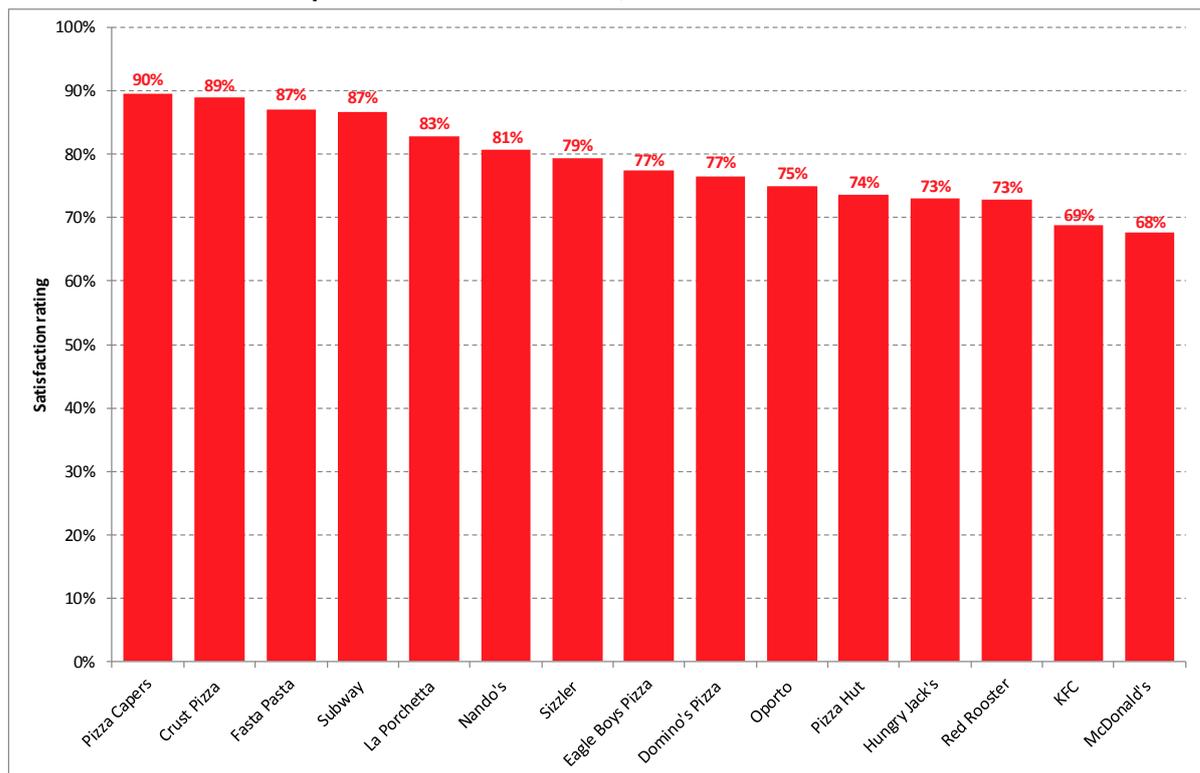
Pizza Capers serve up the customer satisfaction

The June results of the Roy Morgan Customer Satisfaction Awards are out, and once again, it's a battle of the gourmet pizza chains for the Quick Service Restaurant title. Since the beginning of the year, Pizza Capers and Crust Pizza have been locked in an ongoing tussle for top spot; this month saw the Pizza Capers emerging triumphant for the second consecutive time. But with less than one percent separating it from its close rival, competition remains fierce.

While Pizza Capers scored a satisfaction rating of 90% in June, Crust Pizza (winner of Quick Service Restaurant of the Year in 2014) was just behind with 89%. Fasta Pasta (just above 87%) snatched third place from Subway (just under 87%), and La Porchetta (83%) held onto fifth place.

Nando's (81%) was the only other Quick Service Restaurant to score over 80%.

Customer satisfaction: quick service restaurants, June 2015



Source: Roy Morgan Single Source (Australia), July 2014 – June 2015 (n=8,458). **Base:** Australians 14+ who visited a fast food outlet in last 4 weeks

Sharp-eyed readers will note there is a strong Italian theme evident among the five top-rating fast food chains (with the obvious exception of Subway), while the five lowest-ranking chains are traditional chicken and burger outlets.

It is also worth noting that most of the chains at the lower end of the satisfaction spectrum tend to attract a far greater number of customers in an average four-week period than the higher-rating chains (again, Subway is the exception). For example, 5.7 million Australians — or 29% of the population — visit McDonald's at least once in an average four weeks, making it more popular than any other fast-food chain, yet it received the lowest customer satisfaction score of the businesses measured for this category of the Customer Satisfaction Awards.

Meanwhile, Pizza Capers, Crust Pizza, La Porchetta and Fasta Pasta are much smaller-scale affairs, each serving fewer than 400,000 customers in an average four weeks.

Andrew Price, General Manager – Consumer Products, Roy Morgan Research, says:

“Fast food doesn't always go hand in hand with high levels of customer satisfaction, and the quick service restaurant results back this up: satisfaction ratings for this category vary quite dramatically between different chains. Nonetheless, many of the lower-ranked chains attract huge customer numbers, which suggests that some people visit them for reasons other than their service. Low prices and convenience are strong drawcards in their own right, after all.

“Of course, as Subway demonstrates, high customer traffic and a high customer satisfaction rating are not mutually exclusive. Serving more than 3 million people in an average four weeks, Subway still managed to achieve a satisfaction rating of 87%.

“Still, when it comes to pleasing customers, it seems that nobody can top smaller-scale gourmet pizza chains, Pizza Capers and Crust Pizza – which begs the question, if you can't please all of the people all of the time, perhaps having fewer people to please more frequently is an advantage?”

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Related research findings

[Find out more about the Roy Morgan Customer Satisfaction Awards.](#)

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 and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

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 Indonesia, the United States and the United Kingdom. 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.

Margin of Error

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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
7,500	±1.1	±1.0	±0.7	±0.5
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

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