

Wednesday, 17th February 2016

Roy Morgan announces winners of the 2015 Customer Satisfaction Awards

Victory was in the air at the annual Roy Morgan Customer Satisfaction Awards, with the winners being announced at a gala dinner in Melbourne.

Michele Levine, CEO of Roy Morgan Research, presented 32 awards to businesses that topped their respective fields with consistently high levels of customer satisfaction throughout the year – as judged by more than 50,000 Australian consumers-

There were no fewer than 10 first-time winners, including ALDImobile, triumphant in the extremely competitive Mobile Phone Service Provider category; Asgard, taking out 2015's Retail Super Fund of the Year award; and Donut King, toppling four-time annual winner Michel's Patisserie for Coffee Shop of the Year.

Among the many repeat winners were Lexus, scoring its second consecutive award as Car Manufacturer of the Year; Myer, snatching back the title of Department Store of the Year from its perennial rival David Jones; and Commonwealth Bank, building on its 2013 and 2014 triumphs as Major Bank of the Year with a third consecutive win.

Meanwhile, the hotly contested inaugural Liquor Store of the Year award went to Dan Murphy's.

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

Customer Satisfaction Awards 2015 -- 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

Teachers Mutual Bank
Commonwealth Bank
Greater Building Society
RACT
Teachers Health Fund
Real Insurance
Asgard
ESSSuper

Retail

Auto Store of the Year
Coffee Shop of the Year
Clothing Store of the Year

Supercheap Auto
Donut King
Rockmans

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
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

Myer
Harris Scarfe
The Reject Shop
Betta Home Living
Home Timber & Hardware
Soul Pattinson
Pizza Capers
Dan Murphy's
The Athlete's Foot
Rebel Sport
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

Southern Phone
WestNet
Apple iPhone
ALDIMobile

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
Red Energy

Automotive

Car Manufacturer of the Year

Lexus

Michele Levine, CEO, Roy Morgan Research, says:

"As always, this year's awards saw a vibrant mix of Australian businesses being celebrated for their tireless commitment to customer satisfaction. From industries as diverse as automotive and utilities, banking and retail, all of the 2015 award winners have one thing in common: they go the extra mile for their customers and their customers recognise their efforts."

"Now in their fifth year, the Roy Morgan Customer Satisfaction Awards are widely considered to be the most accurate, reliable measure of customer satisfaction in Australia."

"Results are calculated using 12 months' worth of responses to our Single Source surveys, allowing us to determine which businesses have most impressed the Australian public and business sector with their excellence in customer satisfaction."

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.

Need to know what is driving (or sabotaging) your customer satisfaction? For comments or more information, please contact:

Vaishali Nagaratnam

Office: +61 (3) 9224 5309

Vaishali.Nagaratnam@roymorgan.com

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

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