Friday, 27 October 2017

It’s Official: JB Hi-Fi leads Ikea & The Good Guys for satisfaction

JB Hi-Fi is Australia’s leading furniture and electrical retailer with a customer satisfaction rating of 90.1% in September although JB Hi-Fi’s customer satisfaction has fallen 1% from a year ago.

Right behind JB Hi-Fi in second place is an improving Ikea on 88.9%, up 3.1% on a year ago, followed by JB Hi-Fi stablemate The Good Guys on 88.6%.

However, the biggest improver in the category over the past year is 2015 Annual winner Betta Home Living/ Betta Electrical which surged 6.9% to a customer satisfaction rating of 88.2% now just behind the leading contenders. Harvey Norman rounds out the top 5 with 86.8% of its customers satisfied.

Roy Morgan Furniture/Electrical Store Customer Satisfaction September 2017 – Top 5


Michele Levine, CEO, Roy Morgan Research, says:

“JB Hi-Fi has recorded several monthly victories already in 2017 with another strong performance in September. JB Hi-Fi’s customer satisfaction rating of 90.1% puts one of Australia’s most innovative retailers on top of iconic Swedish retailer Ikea on 88.9% in terms of satisfying customers – although the margin between the two has narrowed to its smallest in over a year.
“Behind the big two is defending champion and winner of the 2016 Annual Roy Morgan Customer Satisfaction Award for Furniture & Electrical Retailers The Good Guys on 88.6%.

“Of course the strong performance of The Good Guys in the Annual Roy Morgan Customer Satisfaction Awards clearly didn’t go unnoticed – The Good Guys won the annual award on four occasions in the past five years (2012, 2013, 2014 & 2016) and were purchased by September winner JB Hi-Fi for a price of $870 million earlier this year.

“The strong performance of JB Hi-Fi, and recent purchase The Good Guys, sets the two retailers up for a good showing at the 2017 Annual Roy Morgan Customer Satisfaction Awards due to be held early in 2018.”

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 your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at http://www.roymorganonlinestore.com/Awards.aspx

For comments or more information about Roy Morgan Research’s retail and Customer Satisfaction data, 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 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

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.

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