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Roy Morgan Customer Satisfaction Awards 2017: Australia's most service-oriented retailers announced

Bill Gates once remarked that “Your most unhappy customers are your greatest source of learning” – a lesson clearly learned by the winners of the 14 retail categories in the Roy Morgan 2017 Customer Satisfaction Awards, who managed the highest levels of customer satisfaction in their categories, announced this week in Melbourne.

As usual, the awards went to a mix of first-timers and veterans. Among those enjoying their moment in the customer satisfaction spotlight for the first time were **Costco** (Discount Department Store of the Year); Quick Service Restaurant of the Year, **Grill'd**; and Liquor Store of the Year, **Aldi Liquor**.

Meanwhile, among the repeat champions were **Muffin Break** (Coffee & Doughnut Store of the Year), **Myer** (Department Store of the Year) and **The Reject Shop** (Discount Variety Store of the Year, celebrating their second, third, and sixth victories respectively).

Complete list of Retail winners for 2017:

Auto Store of the Year	Supercheap Auto
Coffee & Doughnut Store of the Year	Muffin Break
Clothing Store of the Year	Jeanswest
Department Store of the Year	Myer
Discount Department Store of the Year	Costco
Discount Variety Store of the Year	The Reject Shop
Furniture/Electrical Store of the Year	JB Hi-Fi
Hardware Store of the Year	Bunnings Warehouse
Chemist/Pharmacy of the Year	My Chemist
Quick Service Restaurant of the Year	Grill'd
Liquor Store of the Year	Aldi Liquor
Shoe Store of the Year	The Athlete's Foot
Sports Store of the Year	Rebel Sport
Supermarket of the Year	Foodland

FOR IMMEDIATE RELEASE

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Roy Morgan CEO Michele Levine presents the award for Quick Service Restaurant of the Year on the rooftop at Tonic House to Grill'd CEO Adam Stapleton and Chief Operating Officer Aaron Fitzgerald.



Winners are grinners: Muffin Break celebrate their second victory as Coffee & Doughnut Store of the Year on the rooftop at Tonic House

Michele Levine, CEO, Roy Morgan, says:

“What a tumultuous year 2017 was for the retail industry! More retailers went into receivership: Marcs and David Lawrence in February 2017 and Orotan also announced that it was going into voluntary administration. Godfrey’s is suffering with the changing retail environment, while Kogan is going from strength to strength.”

“However, it wasn’t all doom and gloom. Our Retail winners prevailed in this often challenging environment, steadfastly providing shoppers with a level of service that not only set the standard for their categories, but paved the way for the repeat business and invaluable word-of-mouth recommendations that go hand in hand with a satisfied customer base.

“In these times of technological upheaval, economic uncertainty and increased competition from the seemingly endless influx of internationals (Amazon, Debenhams, TK Maxx in the last year alone), retailers need to be adaptable and prepared to meet change head on.

“But not everything is in flux: the importance of customer satisfaction remains a cornerstone of retail success, and our winners clearly understand this. Congratulations to all of you, for not losing sight of the consumer amid industry-wide disruption.”

To learn more about Roy Morgan’s retail customer satisfaction data, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

Please click on this link to the [Roy Morgan Online Store](#).

About Roy Morgan

Roy Morgan 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 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.

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
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

