

Thursday, 3 May 2018

## Donut King hits on winning formula for satisfying customers

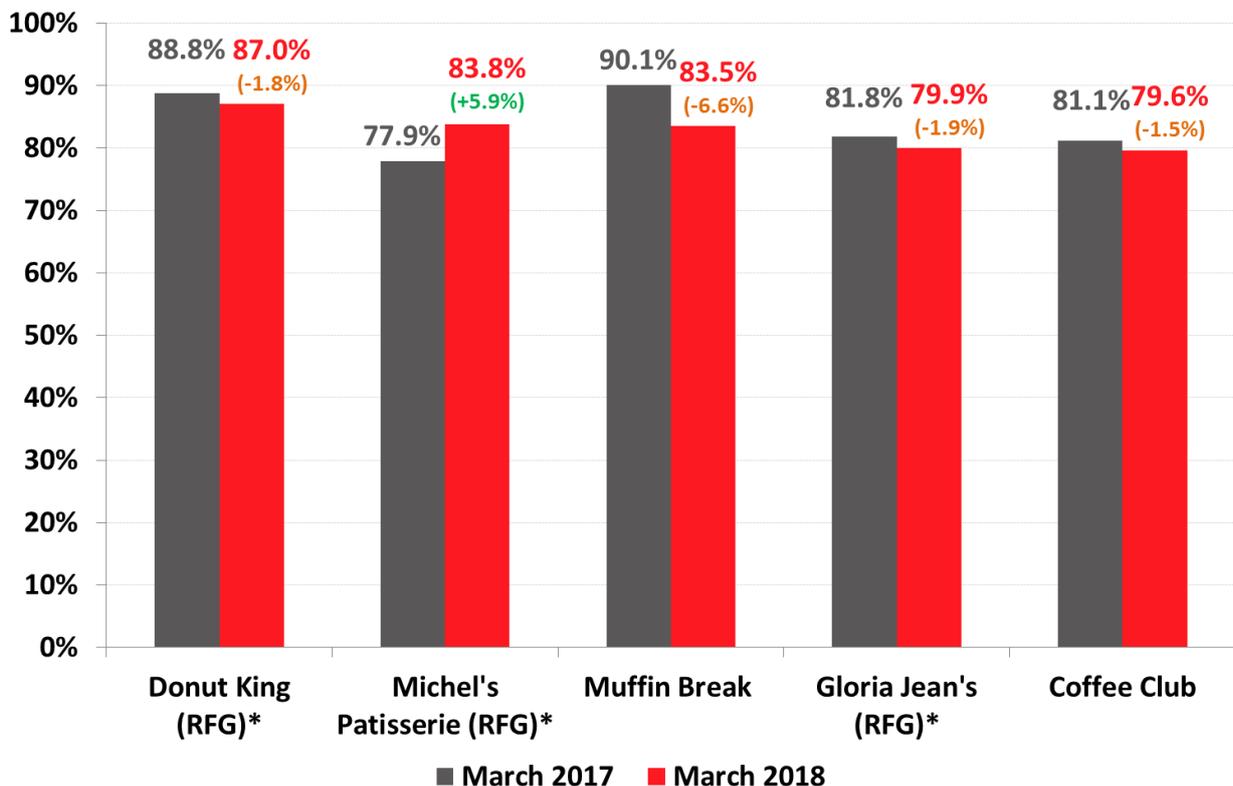
Donut King has broken through for its first monthly customer satisfaction victory for coffee/doughnut stores since July 2015. With a customer satisfaction rating of 87% in March 2018 Donut King is clearly ahead of stabledmate Michel's Patisserie on 83.8%.

However, despite Donut King's victory Michel's Patisserie was the only leading coffee/doughnut store to improve customer satisfaction over the past year up an impressive 5.9% from a year ago.

Roy Morgan Customer Satisfaction Annual Award winner for the past two years Muffin Break was third on 83.5% and has experienced the biggest fall of 6.6% since March 2017.

Leading Australian retailer Retail Food Group (RFG), which owns both Donut King and Michel's Patisserie, has performed exceptionally well early in 2018 with a third franchisee, Gloria Jean's, in fourth position on a customer satisfaction rating of 79.9%.

### Roy Morgan Coffee/Doughnut Store Customer Satisfaction March 2018 – Top 5



Source: Roy Morgan Single Source Australia, April 2017 – March 2018. n=15,067. Base: Australians 14+.  
\*RFG = Retail Food Group.

Michele Levine, CEO, Roy Morgan, says despite media questioning Retail Food Group's franchisee model in recent months the performance of Donut King, Michel's Patisserie and Gloria Jean's underlines a strong commitment to customer satisfaction:

*"Retail Food Group (RFG) franchisee Donut King has won the monthly Roy Morgan coffee/doughnut store customer satisfaction award in March with a customer satisfaction rating of 87% ahead of stabledmate Michel's Patisserie on 83.8%.*

*“Donut King’s victory on March signals a return to the top for the franchisee which last took out a monthly award in July 2015 and also took out the 2015 Annual Coffee/Doughnut Store Customer Satisfaction Award.*

*“Reigning 2016-2017 Annual Coffee/Doughnut Store Customer Satisfaction Award winner Muffin Break has come in third in March on 83.5% as thus far is yet to build on last year’s victory with a monthly win in 2018 so far.*

*“The business model of franchisor Retail Food Group has been under scrutiny in recent months and the company recently announced the closure of up to 200 under-performing outlets around Australia spread across several brands.*

*“However, today’s latest customer satisfaction ratings show leading RFG outlets Donut King, Michel’s Patisserie and Gloria Jean’s clearly satisfying their customers. All three are rated in Australia’s top four coffee/doughnut stores early in 2018 and represent clear value satisfying often hard to please consumers in a competitive retail market.*

*“These findings are just the top line results. Roy Morgan deep data and analytics enable companies to analyse and understand their customers in great detail. Market leading [Helix Personas](#) consumer segmentation that combines sophisticated psychographic and behavioural analysis to classify the Australian population into 56 Personas and seven communities and is a critical tool used to identify and understand existing customers and even more importantly to target potential new customers.”*

**For comments or more information about Roy Morgan Research’s [Coffee/Doughnut store](#) Customer Satisfaction data, please contact:**

**Roy Morgan Enquiries**

Office: +61 (3) 9224 5309

[askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)

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>

## 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%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2