

## How We Score Our Customer Satisfaction

### HOW ROY MORGAN RESEARCH MONITORS AND SCORES CUSTOMER SATISFACTION ACROSS COMPANIES AND BRANDS FOR THE ROY MORGAN CUSTOMER SATISFACTION AWARDS

Roy Morgan New Zealand has been collecting data on New Zealanders since the 1990s. Our customer satisfaction ratings are collected from Roy Morgan's Single Source survey of approximately 12,000 New Zealanders aged 14+ annually – New Zealand's largest ongoing single source survey.

The New Zealand Single Source is part of the Roy Morgan Research international Single Source and Roy Morgan has over 70 years' experience in collecting objective, independent information on consumers.

This data will be used as the input into determining the winners of the New Zealand Roy Morgan Customer Satisfaction Awards.

To be eligible for the Award an organisation's product or service is included within the Roy Morgan Customer Satisfaction list for Roy Morgan Single Source survey and has a minimum sample size as detailed in this document.

This document sets out the process of data collection, dissemination and publishing of the Roy Morgan Research Customer Satisfaction Awards.

### WHAT ARE THE ROY MORGAN RESEARCH CUSTOMER SATISFACTION AWARDS?

Based on our New Zealand Single Source, each month we will publish on this website the top five organisations from our Customer Satisfaction monitor for each sub-category within each of the award categories listed below:

<b>Automotive</b>	<b>Retail</b>	<b>Telecommunications</b>
Car Manufacturers	Clothing Stores	Home Phone Providers
<b>Banking and Finance</b>	Coffee Shops	Mobile Phone Service Providers
Major Banks	Department Stores	Home Internet Service Providers
Financial Institutions	Furniture/Electrical Stores	Mobile Phone Handsets
<b>Eating out / Dining out</b>	Hardware Stores	<b>Tourism and Travel</b>
Quick Service Restaurants	Music/Book Stores	Hotels and Resorts
<b>Supermarkets &amp; Liquor</b>	Pharmacies/Chemists	International Airlines
Grocery shopping	Shoe Stores	Domestic Airlines
Liquor Stores	Sports Stores	<b>Utilities</b>
		Electricity Providers
		Gas Providers

On an annual basis the Roy Morgan Research Customer Satisfaction Award winner will be announced for each sub-category.

The winner for the calendar year will be the organisation that has achieved the most months with a number one ranking. In the event that two organisations tie with the most first rankings, the winner will be decided by the highest overall percentage for the year.

## **HOW CAN WINNERS USE THIS AWARD?**

The Roy Morgan Research Customer Satisfaction Awards provide winners with the opportunity to promote their achievement in their advertising and promotion as well as through Roy Morgan Research websites and newsletters. The use of the winner's logo will be mutually agreed between Roy Morgan Research and the individual category winners.

## **HOW ROY MORGAN SCORES CUSTOMER SATISFACTION**

### What constitutes satisfaction?

For each product or service, excluding Supermarkets and Utilities, Roy Morgan Research asks customers to rate that product or service on a scale of: 'very satisfied', 'fairly satisfied', 'neither satisfied nor dissatisfied', 'fairly dissatisfied' and 'very dissatisfied'. We combine those that were 'fairly satisfied' and 'very satisfied' and calculate this as a percentage of total customers.

For Supermarkets in New Zealand Roy Morgan Research asks customers to rate Supermarkets on a scale of 'completely satisfied', 'somewhat satisfied', 'neither satisfied nor dissatisfied', 'not very satisfied' and 'not at all satisfied'. We combine those that were 'somewhat satisfied' and 'completely satisfied' and calculate this as a percentage of total customers.

For Utility Providers in New Zealand Roy Morgan Research asks customers how well each provider meets their overall expectations on a scale of 'exceeded my expectations', 'mostly met my expectations', 'sometimes met my expectations', 'rarely met my expectations', 'doesn't apply'. We combine those that 'mostly met my expectations' and 'exceeded my expectations' and calculate this as a percentage of total customers.

For every category only customers of that product or service are included.

### Products and Services monitored

Due to the broad scope of our Single Source surveys and conducting the surveys nationally, across both North and South Islands, Roy Morgan Research monitors customer satisfaction for many products and services. However some smaller, but no less worthy, products and services may not be monitored by our survey or may not have enough customers surveyed to be included.

Click [here](#) to see products and services currently being monitored. If your organisation competes in a particular sub-category and would like to be considered for inclusion in the survey please contact us at: [enquiries@roymorganonlinestore.com](mailto:enquiries@roymorganonlinestore.com)

In the event that an organisation or brand is bought by another organisation, we will continue to monitor the original brand or organisation until such time that there is general public knowledge that the brand/s have been merged.

## **ROY MORGAN RESEARCH CUSTOMER SATISFACTION AWARDS METHODOLOGICAL DESIGN**

### Collection of satisfaction ratings

Roy Morgan Research conducts New Zealand's largest continuous nationwide single source survey, conducting around 12,000 surveys with consumers every year. Customer Satisfaction ratings are collected as a part of these surveys. For more information on how we collect our data, please view the [Single Source fact sheet](#).

### Time periods

Roy Morgan Research continuously monitors customer satisfaction throughout the year. We use cumulative rolling monthly averages to obtain a large enough sample so that smaller or niche brands can be monitored alongside larger ones. Current time periods are determined by each industry and the businesses within that industry, these are generally three, six or 12 month rolling averages. The specific time periods for the Roy Morgan Customer Satisfaction Awards are published with the results.

### Sample sizes

To ensure accuracy in our monitoring Roy Morgan Research requires that organisations must have a sample of at least 100 customers from Roy Morgan's Single Source that have used the products or service of that organisation in any given rolling period. Those sample sizes are published with results.

### Rounding and ranking

We round the monthly satisfaction score to the nearest whole percent for all categories, excluding finance and insurance. For finance and insurance the results are as published in our Finance Monitor, which is the industry currency, and this measures satisfaction to one decimal point.

Many organisations within categories compete closely on customer satisfaction and as such there may be more than one winner in a given month.

### Margin of error

In interpreting survey results, it must be remembered that all sample surveys are subject to sampling variation. If a large number of samples were taken in the same way they would all produce slightly different results. The size of such sampling variation depends largely on the number of interviews.

Table 1: Single Source Margin of Error  
In Percentage Points (at 95 in 100 confidence level)\*

Recommended allowance for sampling variation of an individual percentage.										
Percentages (p) near:	Sample Size (n)									
	20,000	10,000	5,000	1,500	1,000	750	600	400	200	100
10 or 90	0.5	0.7	1.0	1.9	2.3	2.6	2.9	3.6	5.1	7.2
20 or 80	0.7	1.0	1.4	2.5	3.0	3.5	3.9	4.8	6.8	9.6
30 or 70	0.8	1.1	1.6	2.8	3.5	4.0	4.5	5.5	7.8	11.0
40 or 60	0.8	1.2	1.7	3.0	3.7	4.3	4.8	5.9	8.3	11.8
50	0.8	1.2	1.7	3.1	3.8	4.4	4.9	6.0	8.5	12.0

\*The chances are 95 in 100 that the sampling error is less than or equal to the figure shown.

## **QUALITY ASSURANCE**

Roy Morgan Research Customer Satisfaction forms a part of our Single Source and Business Survey which are conducted under our Quality Management Systems.

Our quality management system is independently audited and certified to the international standards AS/NZS ISO 9001 “Quality Management Systems – Requirements” and AS ISO 20252 “Market, Opinion and Social Research – Vocabulary and Service Requirements”.

Our commitment to Quality affects all aspects of the business as described by our Quality Policy Statement.

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