

Roy Morgan Announces
Winners of Customer Satisfaction Awards

At a gala dinner in Auckland on Thursday night, 24 winners of the 2011 Annual Roy Morgan Customer Satisfaction Awards were announced.

As well as the winners of the 2011 Annual Award, Monthly winners were announced for January, 2012.

Full details of all winners are available at CustomerSatisfactionAwards.com.

2011 Annual Award Winners:

Finance

Financial Institution of the Year
Major Bank of the Year

SBS Bank
Kiwibank

Travel & Tourism

Domestic Airline of the Year
International Airline of the Year
Hotel of the Year

Air New Zealand
Singapore Airlines
Novotel

Retail

Coffee Shop of the Year
Clothing Store of the Year
Department Store of the Year
Furniture/Electrical Store of the Year
Hardware Store of the Year
Liquor Store of the Year
Music/Book Store of the Year
Pharmacy of the Year
Quick Service Restaurant of the Year
Shoe Store of the Year
Sports Store of the Year
Supermarket of the Year

Muffin Break
Postie
Kirkcaldie & Stains
Harvey Norman
Bunnings
Liquorland
JB Hi-Fi
Unichem
Subway
Hannahs
Hunting & Fishing
Pak 'n Save

Telecommunications

Home Phone Provider of the Year
Internet Service Provider of the Year
Mobile Handset of the Year
Mobile Service Provider of the Year

Vodafone
Paradise
Apple iPhone
2degrees

Utilities

Electricity Provider of the Year
Gas Provider of the Year

Energy OnLine
Genesis Energy

Automotive

Car Manufacturer of the Year

Suzuki

The Customer Satisfaction Awards are based on Roy Morgan Single Source which surveys over 12,000 New Zealander's annually.

Michele Levine, CEO, Roy Morgan Research, says:

“Customer Satisfaction is absolutely vital to every New Zealand business, particularly in the new age of social media, where any negative customer interaction can literally be broadcast to thousands people virtually instantly.



“Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers’ beliefs, attitudes & preferences and collecting data on New Zealanders for the last 10 years, including Customer Satisfaction.

“Our clients have recently helped us realise that our Customer Satisfaction data is far more robust and meaningful than most of the Awards that we see constantly promoted in the media. Unlike all the others, ours are the result of a single question – the same question across numerous categories - which asks consumers to rate products and services they have used on a five-point scale.

“This will obviously produce different results to the considered opinions of a few people in a product testing laboratory or the readers of a particular magazine or the opinions of users who are asked to rate products in just one isolated category.

“The Roy Morgan Customer Satisfaction Awards are presented to those businesses in New Zealand who are leading their category in Customer Satisfaction and have earned formal recognition of their achievement.”

To visit the Roy Morgan Customer Satisfaction Awards website, [click here](#). The website monitors the ongoing movements in Customer Satisfaction for many businesses across different industries.

For details of Roy Morgan’s Satisfied and Dissatisfied Customer Profiles, [click here](#). These profiles provide an in-depth analysis of customers who have indicated they are either satisfied or dissatisfied with a particular business.

customersatisfactionawards.com

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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, United Kingdom, New Zealand and Indonesia. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has more than 65 years experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on print media measurement, financial behaviour, voting intention and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.