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2012 Customer Satisfaction Awards Announced

Roy Morgan Research last night revealed the winners of its 2nd annual Customer Satisfaction Awards at a gala dinner in Auckland.

Mr Debnath Guharoy, Regional Director - Asia Pacific, presented the awards to 24 businesses who led their industries on Customer Satisfaction in 2012.

Some businesses returned for a second consecutive award, including SBS Bank and Kiwi Bank, Subway, Kirkcaldie & Stains, Suzuki, 2 degrees, and Paradise.

However, more than half were first-time winners: Emirates took off with International Airline of the Year, Countdown bagged Supermarkets, ITM stripped the Hardware title from Bunnings, Starbucks took the cup from Muffin Break, and last year's winner Novotel had to make room for Hilton.

Apple's iPhone retained the number one spot for Mobile Phone Handset Customer Satisfaction, but looks set to be challenged by Samsung in 2013.

This year, every Customer Satisfaction Award winner has an online presence—from a catalogue, menu or store locator to a complete online purchasing, ordering or booking system.

Roy Morgan's research into consumer behaviour reveals that the high street and the superhighway are not opponents in the battle for retail dollars. Rather, each has merits absent in the other and only in combination can they fully satisfy customers.

- New Zealanders spent over \$5.6 billion online in 2012
- Only one-third of New Zealanders feel comfortable giving credit card details over the internet
- Two out of three online shoppers prefer to buy from online retailers they know
- 27% of online shoppers only buy from New Zealand online stores

Roy Morgan Research collects satisfaction ratings through its annual Single Source survey of over 12,000 New Zealanders.

Customer Satisfaction Awards Winners – 2012

Car Manufacturer of the Year	Suzuki
Financial Institution of the Year	SBS Bank
Major Bank of the Year	Kiwibank
Quick Service Restaurants of the Year	Subway
Chemist / Pharmacy of the Year	Amcal
Clothing Store of the Year	Hallensteins
Coffee Shop of the Year	Starbucks
Department Store of the Year	Kirkcaldie & Stains
Furniture / Electrical Store of the Year	Dick Smith
Hardware Store of the Year	ITM
Liquor Store of the Year	The Mill Liquorsave
Music / Book Store of the Year	Take Note
Shoe Store of the Year	Overland
Sports Store of the Year	Hunting & Fishing
Supermarket of the Year	Countdown
Handset Provider of the Year	Apple iPhone
Home Phone Provider of the Year	Telecom
Home Internet Service Provider of the Year	Paradise
Mobile Phone Service Provider of the Year	2degrees
Domestic Airline of the Year	Air New Zealand Link
Hotel And Resort of the Year	Hilton
International Airline of the Year	Emirates
Electricity of the Year	Energy Online
Gas of the Year	Nova Energy

Debnath Guharoy, formerly General Manager of Roy Morgan Research New Zealand, says:

“Never before has customer satisfaction been so critical. Social media such as Facebook and Twitter have given customers a megaphone to broadcast their praise or disapproval, while smartphones allow instant access to information about prices, availability and ratings.

“Businesses across all industries need a continuous, accurate, quantified measure of overall customer satisfaction.

“These Awards identify and commend the businesses that listened to their customers throughout 2012 and provided an industry-leading level of satisfaction.

“By integrating customer satisfaction measures with our world-leading Single Source survey, we offer businesses incomparable research into just who their satisfied customers are and where they can seek more of them.

“Roy Morgan Research congratulates not only the winners but all successful businesses, large and small, that consistently aim to satisfy their customers.”

To visit the Roy Morgan Customer Satisfaction Awards website, [click here](#). The website continuously monitors the performance in customer satisfaction for a number of businesses over different industries.

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

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

For comments or further detail, please contact:

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About Roy Morgan Research:

Roy Morgan Research is the largest independent Australian and New Zealand research company, with offices also in the United States, United Kingdom, and Indonesia. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has more than 70 years' experience in collecting objective, independent information on consumers.

Roy Morgan Research was set up in New Zealand in the 1990s and has been collecting information across a wide range of industries in New Zealand ever since. Roy Morgan currently has over 10 years of trended data on a geographically and demographically representative sample of over 12,000 New Zealanders aged 14+.