

Tuesday, 31 May 2022

## Roy Morgan unveils Annual Customer Satisfaction Award winners for 2021 across all categories

**It's official: The winners of the Roy Morgan Annual Customer Satisfaction Awards for 2021 are:**

### Finance

Bank of the Year  
\*Major Bank of the Year  
Building Society / Credit Union of the Year  
General Insurer of the Year  
\*Major General Insurer of the Year  
Private Health Insurer of the Year  
\*Major Private Health Insurer of the Year - Retail  
\*Major Private Health Insurer of the Year - Not for Profit or Restricted  
Risk & Life Insurer of the Year  
\*Major Risk & Life Insurer of the Year  
Retail Super Fund of the Year  
\*Major Retail Super Fund of the Year  
Industry Super Fund of the Year  
\*Major Industry Super Fund of the Year

### Retail

Auto Store of the Year  
Coffee Shop of the Year  
Clothing Store of the Year  
Department Store of the Year  
Discount Department Store of the Year  
Discount Variety Store of the Year  
Furniture/Electrical Store of the Year  
\*Major Furniture/Electrical Store of the Year  
Hardware Store of the Year  
Chemist/Pharmacy of the Year  
Quick Service Restaurant of the Year  
\*Major Quick Service Restaurant of the Year  
Liquor Store of the Year  
Shoe Store of the Year  
Sports Store of the Year  
Supermarket of the Year

### Telecommunications

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

### Utilities

Electricity Provider of the Year  
Gas Provider of the Year

### Automotive

Car Manufacturer of the Year  
\*Major Car Manufacturer of the Year

Bank First (NEW)  
Commonwealth Bank  
Newcastle Permanent Building Society  
RACT  
RAC  
Defence Health  
ahm  
Defence Health  
Allianz  
OnePath  
OnePath  
OnePath  
Cbus (NEW)  
HOSTPLUS (NEW)

Autopro (NEW)  
Donut King  
Suzanne Grae  
Myer  
Costco  
The Reject Shop  
JB Hi-Fi  
JB Hi-Fi  
Bunnings Warehouse  
Discount Drug Stores  
Grill'd  
Subway  
Cellarbrations (NEW)  
Skechers (NEW)  
Rebel  
ALDI

Aussie Broadband  
Apple iPhone  
ALDImobile

Powershop  
Kleenheat

Isuzu UTE  
Subaru (NEW)

FOR IMMEDIATE RELEASE

Of the 37 award winners this year over half, 20, are repeat winners backing up from a victory a year ago while there are 17 new winners including first-time winners Cellarbrations, Bank First, Cbus, HOSTPLUS and Subaru and former winners such as Allianz, Donut King, Grill'd and RACT returning to the winner's circle.

Respondents name the companies they deal with in various categories across more than 30 industries, including Automotive, Banking, Supermarket and Telecommunications, and rate how satisfied they are with them. Monthly Customer Satisfaction winners are cited in each category throughout the year, with the annual award going to the company with the most of these wins.

There were several companies to score a clean sweep of 12 monthly victories including first-time winners Skechers as well as back-to-back 2020 & 2021 winners Aussie Broadband, Myer, The Reject Shop, Powershop, Bunnings Warehouse, Rebel, Defence Health, Subway, JB Hi-Fi and Newcastle Permanent.

Also performing strongly were the Commonwealth Bank, Bank First, OnePath and ahm all of which won at least 10 monthly customer satisfaction awards.

**Roy Morgan CEO Michele Levine says 2021 was the second – and hopefully final – year heavily impacted by the COVID-19 pandemic. Despite the challenging circumstances many companies stepped up and provided high levels of customer satisfaction; including seven first-time winners:**

*"We have now come through a second year of COVID-19 and with a highly vaccinated population we are starting to put the pandemic behind us. Although the pandemic proved tough for many businesses there were also others that thrived were recorded with high levels of customer satisfaction.*

*"Shoe Store of the Year Skechers performed exceptionally well by winning all 12 monthly customer satisfaction awards in 2021 to win its first Annual Customer Satisfaction Award. There were ten other brands to have a perfect year including fellow retailers Myer, The Reject Shop, Bunnings Warehouse, Rebel and JB Hi-Fi – all of which won in both years of the pandemic – 2020 & 2021.*

*"Although the last two years have provided an unprecedented challenge to the way of doing business for many companies the emergence of inflation around the world, including in Australia during the last few months, presents a new challenge many are now facing for the first time.*

*"The [ABS inflation reading for the year to March 2022 showed inflation hitting an annual rate of 5.1%](#) - the highest for over 20 years – and the likelihood is that it will continue to increase in the months ahead. Rising prices will test the abilities of companies to keep their customers satisfied during the remainder of this year and into the future.*

*"The 33 businesses honoured in this year's Roy Morgan Annual Customer Satisfaction Awards have thrived despite the adversity of 2021 and can look forward with confidence to deal with the new challenges of rising prices and interest rates having satisfied their customers at a higher level than any of their competitors."*

**For comments or more information about Roy Morgan's Annual Customer Satisfaction Award data please contact:**

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## Roy Morgan Customer Satisfaction Awards

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.

The data that determines who wins comes from Roy Morgan's massive Single Source survey compiled from in-depth interviews with over 60,000 consumers from all around Australia. \*The brands included in the nine major award categories are determined based on market size and only the top brands by market size are included in the major award categories.

### Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at <https://www.customersatisfactionawards.com>.

### About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience 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      |
| 20,000      | ±0.7                | ±0.6       | ±0.4       | ±0.3      |
| 50,000      | ±0.4                | ±0.4       | ±0.3       | ±0.2      |