

Thursday, 21 September 2023

First time winner Vaya wins the 'Best of the Best' Award for Customer Satisfaction

Mobile phone service provider Vaya has won the Roy Morgan Customer Satisfaction 'Best of the Best' Award for the first time just ahead of supermarket chain ALDI and ubiquitous liquor store chain Dan Murphy's.

The 'Best of the Best' award goes to the company that achieved the highest customer satisfaction of all 40 winners in the Annual Roy Morgan Customer Satisfaction Awards.

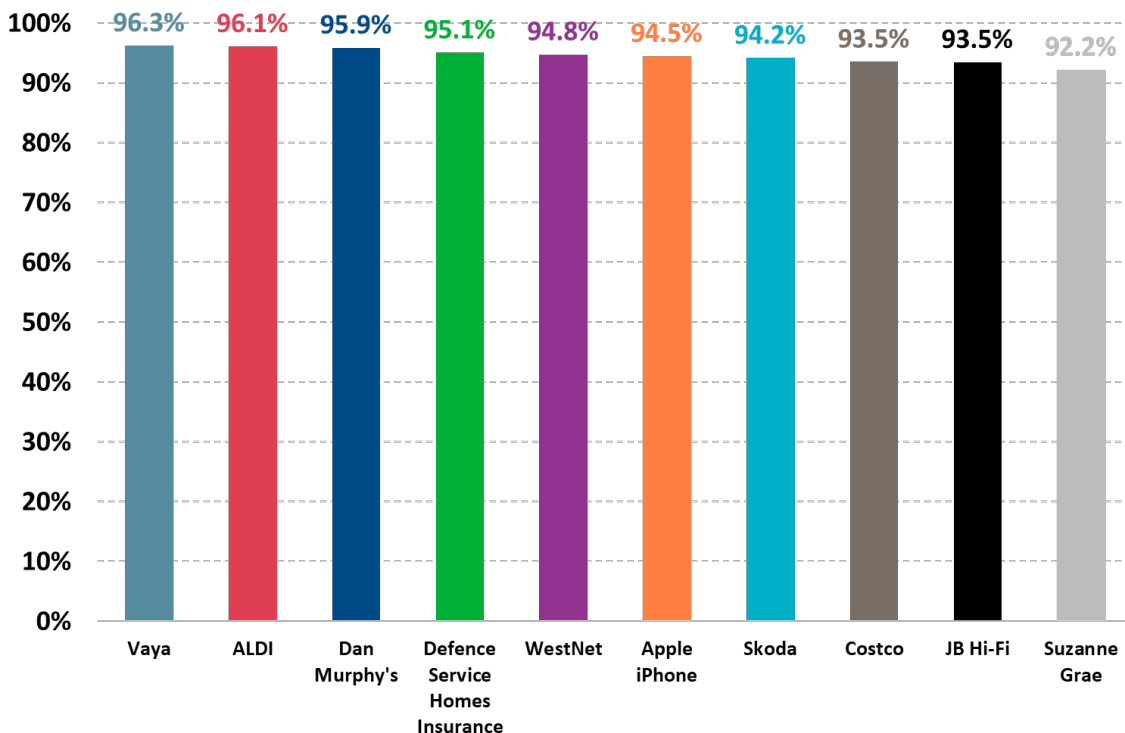
Vaya is the first mobile phone service provider to win the prestigious 'Best of the Best' Award following previous winners Cellarbrations (2021) and the car manufacturers Isuzu UTE (2018 & 2020) and Lexus (2017 & 2019).

View a full list of all 40 of the Roy Morgan Customer Satisfaction Award Winners [here](#).

The victory for Vaya was built on the back of eight straight monthly victories in the Mobile Phone Service Provider of the Year category from January to August 2022. Vaya had customer satisfaction of an exceptional 96.3% in 2022 to beat Supermarket of the Year ALDI (12 monthly victories) by the barest of margins in second place with 96.1%.

Other category winners to perform strongly included Liquor Store of the Year Dan Murphy's on 95.9%, General Insurer of the Year Defence Service Homes Insurance on 95.1% and Internet Service Provider of the Year Westnet on 94.8%.

Top 10 Roy Morgan Customer Satisfaction Award Winners



Source: Roy Morgan Single Source (Australia). An average of approximately 60,000 Australians per 12 month period aged 14+ interviewed in the time periods of 12 months to January 2022 through to 12 months to December 2022.

Michele Levine, Chief Executive Officer, Roy Morgan says Vaya has performed exceptionally well during 2022 as the mobile phone service provider won its first Annual Customer Satisfaction Award and achieved the highest average customer satisfaction of any winner:

“Vaya notched up eight straight monthly victories and is the first Mobile Phone Service Provider to take out the prestigious Roy Morgan ‘Best of the Best’ Award. Vaya had an average customer satisfaction of 96.3% in 2022 to just edge out Supermarket of the Year ALDI on 96.1%.

“Vaya launched in Australia a decade ago in 2012 as a ‘Mobile Virtual Network Operator’ (MVNO) using the Optus network before being acquired by Amaysim four years later in 2016. Just over four years later Optus itself bought Amaysim, closing the deal early in 2021.

“Vaya and Car Manufacturer of the Year Skoda were the only two first-time winners to land in the Top 10 Roy Morgan Customer Satisfaction Award Winners this year with Skoda finishing seventh overall with customer satisfaction of 94.2%.

“There were four companies to go back-to-back with top 10 appearances in the ‘Best of the Best’ Award including Handset of the Year winner the Apple iPhone on 94.5% in sixth place. Apple iPhone has now featured in the top 10 for a record-equalling five out of six top 10 appearances.

“The other three companies to repeat their stellar performance of a year earlier included second-placed ALDI, Discount Department Store of the Year Costco in eighth place and Furniture/Electrical Store of the Year JB Hi-Fi in ninth place - both with a customer satisfaction rating of 93.5%.

“The business and brands featured in Roy Morgan’s ‘Best of the Best’ Customer Satisfaction Award have outperformed all rivals from within their respective industries as well as other companies across the 40 different categories of winners.

“Congratulations to all Annual Customer Satisfaction Award Winners highlighted here and we look forward to seeing which companies can retain their high ratings and continue providing excellent customer satisfaction over the next year.”

The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, trust and distrust, 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, and Roy Morgan can also provide the key drivers of these metrics to identify the specific levers for improvement.

Need to know how you stand in customer satisfaction?

Check out our rankings and related customer satisfaction reports by industry and brands at www.customersatisfactionawards.com

For comments or more information about Roy Morgan’s Customer Satisfaction data, please contact:

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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.

Customer Satisfaction is tracked monthly for the following brands:

2degrees, AA Financial Services/Insurance, AAMI, AAPT, ActewAGL, Adam, AGL, ahm Health Insurance, AIA Australia, Air New Zealand, Air New Zealand (Domestic), Air New Zealand Link, Alcatel, ALDI, ALDI Liquor, ALDI mobile, Alinta Energy, Allianz, Amaysim, Amcal, American Express, AMP, ANZ Bank, ANZ Group, APIA (Australian Pensioners Insurance), Apple iPhone, ASB Group, Asgard, Asteron, Audi, Aurora Energy, Aussie Broadband, Australian Power & Gas, Australian Unity, AustralianSuper, Autobarn, Autopro, Aviva, AXA, Ballantynes, Bank Australia, Bank First, Bank of Melbourne, Bank of New Zealand, Bank of Queensland, BankSA, BankVic, Bankwest, Barkers, Belong, Bendigo Bank, Best & Less, Betta Home Living, Betts, Beyond Bank Australia, Big W, Bingle, BlackBerry, BMW, BNT – Bras N Things, Boost mobile, Bottlemart, British Airways, BT, Bunnings Warehouse, BUPA, Burger Fuel, BWS (Beer Wine Spirits), CareSuper, Carl's Jr, Cathay Pacific, Catholic Super, CBHS, Cbus, Cellarbrations, CGU Insurance, Cheap As Chips, Chemist Warehouse, Chemmart, Chicken Treat, Citibank, Cobb & Co., Coles, Coles Online Liquor, Colonial First State, CommInsure, Commonwealth Bank, Contact Energy, Costco, Cotton On, Countdown, Country Energy, Country Road, Crazy Clark's, Crazy John's, Credit Union Australia (CUA), Crust Pizza, CUA Health, Daihatsu, Dan Murphy's, David Jones, Defence Health, Defence Service Homes Insurance, Denny's, Dick Smith, Dimmeys, Discount Drug Stores, Dodo, Domino's Pizza, Donut King, Elders, Electric Kiwi, Elgas, Emirates, Empower, Energy Online, EnergyAustralia, Ergon Energy, Esprit, Esquires, ESSSuper, Etihad Airways, Exetel, Fantastic Furniture, Farmers, Farmers Mutual Group (FMG), Fasta Pasta, First Choice Liquor, First State Super (NSW Government), Foodland, Foot Locker, Ford, Foxtel, Garuda Indonesia, Genesis Energy, GIO Insurance, Glassons, Gloria Jean's, GMF Health, GMHBA, Go-Lo, Google Phone, Great Southern Bank, Greater Bank, Grill'd, Guardian, Guzman y Gomez, H&M, Hallenstein, Hammer Hardware, Hannahs, Harris Scarfe, Harvey Norman, HBF, HCF, Health Partners, Health Super, Hell Pizza, Heritage Bank, HESTA, HIF (Health Insurance Fund), Hog's Breath Café, Holden, Home Hardware, Honda, HOSTPLUS, HSBC, HTC, Huawei, Hudsons, Hungry Jack's, Hunting & Fishing, Hyundai, IGA, IGA Liquor, iiNet, Ikea, IMB Bank, ING, Insuranceline, Integral Energy, Internode, IOOF, iPrimus, Isuzu UTE, Jacqui E, Jay Jays, JB Hi-Fi, Jeanswest, Jeep, Jetstar (domestic), Just Jeans, Kathmandu, Katies, KFC, Kia, Kirkcaldie & Stains, Kiwibank Group, Kleenheat Gas, Kmart, La Porchetta, Land Rover, Latrobe Health Services, Lexus, LG, Liquorland, Lowes, Lumo Energy, Macpac, Macquarie, Mad Mex, Malaysia Airlines, Mathers, Mazda, McCafé, McDonald's, ME Bank, Medibank Private, Mercedes-Benz, Mercer, Mercury, Meridian Energy, MG, Michel's, Miller's Fashion Club, Millers, Mitre 10, Mitsubishi, MLC, Momentum Energy, Motorola, MTAA Super, Muffin Break, My Chemist, Myer, MyRepublic, MyState Financial, nab/National Australia Bank, Nando's, National Bank, New World, Newcastle Permanent Building Society, NIB, Nissan, Noel Leeming, Nokia, Noni-B, Noodle Box, Nova Energy, NOVO Shoes, NRMA, Number One Shoes, OAMPS, OnePath, OnGas, Oporto, Oppo, Optus, Orcon, Origin Energy, Overland, P&N Bank, Pak 'n Save, Paper Plus, Paradise.net, Payless Shoes, People's Choice Credit Union, Peugeot, Pharmacy 4 Less, Pita Pit, Pizza Capers, Pizza Hut, PlaceMakers, Platypus Shoes, Plum, Portmans, Postie, Postie Plus, Powerdirect, Powershop, Priceline Pharmacy, Pumpkin Patch, Qantas, Qantas (domestic), Qantaslink, Qatar Airways, RAA, Rabobank, RAC, RACQ, RACT, RACV, Real Insurance, Rebel, Red Energy, Red Rooster, Renault, Repco, Rest Super, Retravision, REX (Regional Express), Rivers, Robert Harris Café, Rockgas, Rockmans, Rodd & Gunn Clothing, Sam's Warehouse, Samsung, SBS Bank, Schnitz, SGIC, Shannons, Simply Energy, Singapore Airlines, Sizzler, Skechers, Skinny Mobile, Škoda, Slingshot, Smith & Caughey's, Smiths City, Sony, Soul Origin, Soul Pattinson, Southern Phone, Spark, Spend-Less Shoes, Sports Power, Sportsco, Sportsgirl, St. George, St. Lukes Health, Starbucks Coffee, Statewide, Stirling Sports, Subaru, Subway, Suncorp, Suncorp Insurance, Sunsuper, Supercheap Auto, Sussan, Suzanne Grae, Suzuki, Swann Insurance, Synergy, TAL, Target, Target Country, Tasplan, Teachers Health, Teachers Mutual Bank, Teachers Union Health, Telstra, TelstraClear, Terry White Chemmart, Thai Airways, The Athlete's Foot, The Bottle-O, The Co-operative Bank, The Coffee Club, The Good Guys, The Reject Shop, The Warehouse, Thirsty Camel, Tigerair (domestic), TIO, Toyota, TPG, True Value Hardware, TRUenergy, Trustpower, TSB, UBank, UniSuper, Valentines, Vaya, Vero, Victoria Teachers Mutual Bank, Virgin Atlantic, Virgin Australia, Virgin Mobile, Vodafone, Volkswagen, Volvo, Wendy's, Westfund, WestNet, Westpac, Westscheme, WFI, Whitcoulls, Williams, Woolworths, Woolworths Liquor, Woolworths Mobile, XTRA (TELECOM), Youi, Zambro, Zara, Zurich.



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
60,000	±0.4	±0.4	±0.2	±0.2

FOR IMMEDIATE RELEASE