

Tuesday, 3 October 2023

Roy Morgan Customer Satisfaction Awards: Australia's winning retailers announced

The annual Roy Morgan Customer Satisfaction Awards were awarded in late September and the 16 winners in the retail categories range from several popular and well-known Australian brands to multi-national US retail names, and a new winner as the quick service restaurant of the year.

The bulk of the awards went to a mix of repeat winners and brands returning to the winner's circle after some time out of the spotlight. There were eleven repeat winners led by **Myer** as Department Store of the Year for an eighth straight year, **Bunnings Warehouse** as Hardware Store of the Year for a sixth year in a row and **Rebel** as Sports Store of the Year for the eighth consecutive year.

Subway has now notched up four straight victories as the Major Quick Service Restaurant of the Year and most impressively of all **The Reject Shop** has once again confirmed its dominance in the field as the Discount Variety Store of the Year for a record breaking eleventh year in a row.

Returning to the winner's circle after previous wins were Coffee Shop of the Year **Muffin Break** and pharmacy chain **Chemist Warehouse** as Chemist/Pharmacy of the Year after both last tasted success in 2020. **Supercheap Auto** returned as Auto Store of the Year after last winning in 2019, as did liquor retailer **Dan Murphy's** after last taking home the annual award for Liquor Store of the Year in 2018.

Complete list of Retail winners (16 Awards) for 2022:

Auto Store of the Year	Supercheap Auto
Coffee Shop of the Year	Muffin Break
Clothing Store of the Year	Suzanne Grae
Department Store of the Year	Myer
Discount Department Store of the Year	Costco
Discount Variety Store of the Year	The Reject Shop
Furniture/Electrical Store of the Year	JB Hi-Fi
*Major Furniture/Electrical Store of the Year	JB Hi-Fi
Hardware Store of the Year	Bunnings Warehouse
Chemist/Pharmacy of the Year	Chemist Warehouse
Quick Service Restaurant of the Year	Zambrero (NEW)
*Major Quick Service Restaurant of the Year	Subway
Liquor Store of the Year	Dan Murphy's
Shoe Store of the Year	Skechers
Sports Store of the Year	Rebel
Supermarket of the Year	ALDI

*The brands included in the two major award categories are determined based on market size with only the top brands by market size included.

The sole first-time winner was **Zambrero**, the Mexican themed restaurant headquartered in Canberra winning quick service restaurant of the year for the first time.

ALDI's victory as Supermarket of the Year was the multi-national's sixth in the category – and third year in a row – after previous victories in 2012, 2014, 2016, 2020 and 2021. **ALDI's** performance was so good in 2022 that the company won all twelve monthly awards with an average customer satisfaction of 96.1% to place second in the overall 'Best of the Best' Award.

Costco (Discount Department Store of the Year) and **JB Hi-Fi** (Furniture/Electrical Store of the Year) built on their victories in 2020 and 2021 to complete three consecutive victories in their respective categories for the first time after both **Costco** and **JB Hi-Fi** had also won their initial annual awards in 2017. **JB Hi-Fi** also won the relatively new Major Furniture/Electrical Store of the Year for the third straight year.

Michele Levine, CEO, Roy Morgan, congratulates all 15 businesses to win awards in the retail categories at the latest Roy Morgan Annual Customer Satisfaction Awards:

"Now in its eleventh year, the Roy Morgan Customer Satisfaction Awards are about rewarding Australian businesses with the highest levels of customer satisfaction. Winners of the annual award have been capable of not only reaching high levels of satisfaction, but also being able to maintain those levels despite fierce competition from other companies within their category.

"The newest class of award winners in the retail categories have been at the forefront of dealing with the issue of cost-of-living amidst high inflation and rising interest rates over the last year.

"As the country emerged from the pandemic restrictions during 2022 Australians went on an unprecedented spending spree which drove record retail sales and record profits for many retailers, but also led to new challenges as supply chains were tested like never before.

*"The retail categories performed exceptionally well during the year with five retailers in the top 10 overall winners on the 'Best of the Best' Award including Supermarket of the Year **ALDI** in second spot overall with an average customer satisfaction rating of 96.1% just ahead of Liquor Store of the Year **Dan Murphy's** in third on 95.9%.*

*"Also in the top ten brands overall were Discount Department Store of the Year **Costco** in eighth and Furniture/Electrical Store of the Year **JB Hi-Fi** in ninth, both on an average customer satisfaction rating of 93.5% and Clothing Store of the Year **Suzanne Grae** in tenth on 92.2%.*

*"As well as these five retailers that maintained exceptionally high customer satisfaction there were other highlights with Hardware Store of the Year **Bunnings**, Department Store of the Year **Myer**, Discount Variety Store of the Year **The Reject Shop**, Sports Store of the Year **Rebel** and Major Quick Service Restaurant of the Year **Subway** all completing unblemished records by winning all 12 monthly customer satisfaction awards.*

*"In addition to the repeat winners and returning winners spotlighted above, there was a new winner on the block with **Zambrero**, the Canberra based Mexican quick service restaurant winning the Quick Service Restaurant of the Year for the first time. **Zambrero** is the only winner on the list founded in the last 20 years with the first **Zambrero's** outlet opening in the Canberra suburb of Braddon in 2005.*

"Roy Morgan extends sincere congratulations to all 15 winners for not losing sight of the importance of the consumer despite the extensive challenges faced by all retailers during 2021."

To learn more about Roy Morgan's retail customer satisfaction data call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

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



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Hardware of the Year Winner: Bunnings Warehouse



Bunnings Head of Strategy & Insights **Sarah-Jane Finlayson** (left) is presented with the award for Hardware Store of the Year by Roy Morgan CEO, **Michele Levine** (right).

Bunnings Warehouse won the Hardware Store of the Year for a sixth year in a row after winning all 12 monthly satisfaction awards during the year.

Liquor Store of the Year Winner: Dan Murphy's



Dan Murphy's Marketing Manager – Format Innovations **Bree Miller** (left) and Visual Merchandising Specialist **Holly Curtis** (right) with the award for Liquor Store of the Year.

Dan Murphy's won the Liquor Store of the Year for the first time since 2018 and managed to notch up seven monthly wins this year and with an average customer satisfaction rating of an exceptional 95.9% was on the podium in third position in the prestigious '[Best of the Best' Award](#).

Discount Variety Store of the Year Winner: The Reject Shop



The Reject Shop's Digital Market Manager **Annabelle Navarrete** (left), Marketing Coordinator **Katie Clark** (middle), Chief Customer Officer **Andrew Stein** (middle) and Digital Marketing Coordinator **Shani Kumar** celebrate the discount retailer's unprecedented eleventh straight award as Discount Variety Store of the Year.

The Reject Shop was a worthy winner as Discount Variety Store of the Year for a record eleventh straight year and won all 12 monthly satisfaction awards on the way to its latest victory in the category.



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Department Store of the Year Winner: Myer



Myer's Head of Retail Support **Cameron Alp** (left) is awarded the Department Store of the Year Award by Roy Morgan CEO **Michele Levine** (right) – an eighth straight win in the category for the Victorian company.

Myer was a runaway winner as Department Store of the Year and won all 12 monthly satisfaction awards on the way to its eighth straight victory in the category.

Chemist/Pharmacy Store of the Year Winner: Chemist Warehouse



Chemist Warehouse's Group Manager of Business Development **Travis Hughes** accepts the award for the Chemist/Pharmacy of the Year – the first win in the category for the retailer since 2020.

Chemist Warehouse was never troubled as the ubiquitous retailer streaked the field by winning 11 monthly satisfaction awards on the way to its first win as Chemist/Pharmacy of the Year for two years.

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, 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.

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.

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

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%
5,000	±1.4	±1.2	±0.8	±0.6
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