

Discover your edge

Monday, 20 November 2017

Air NZ pips Singapore Airlines & Emirates for Customer Satisfaction

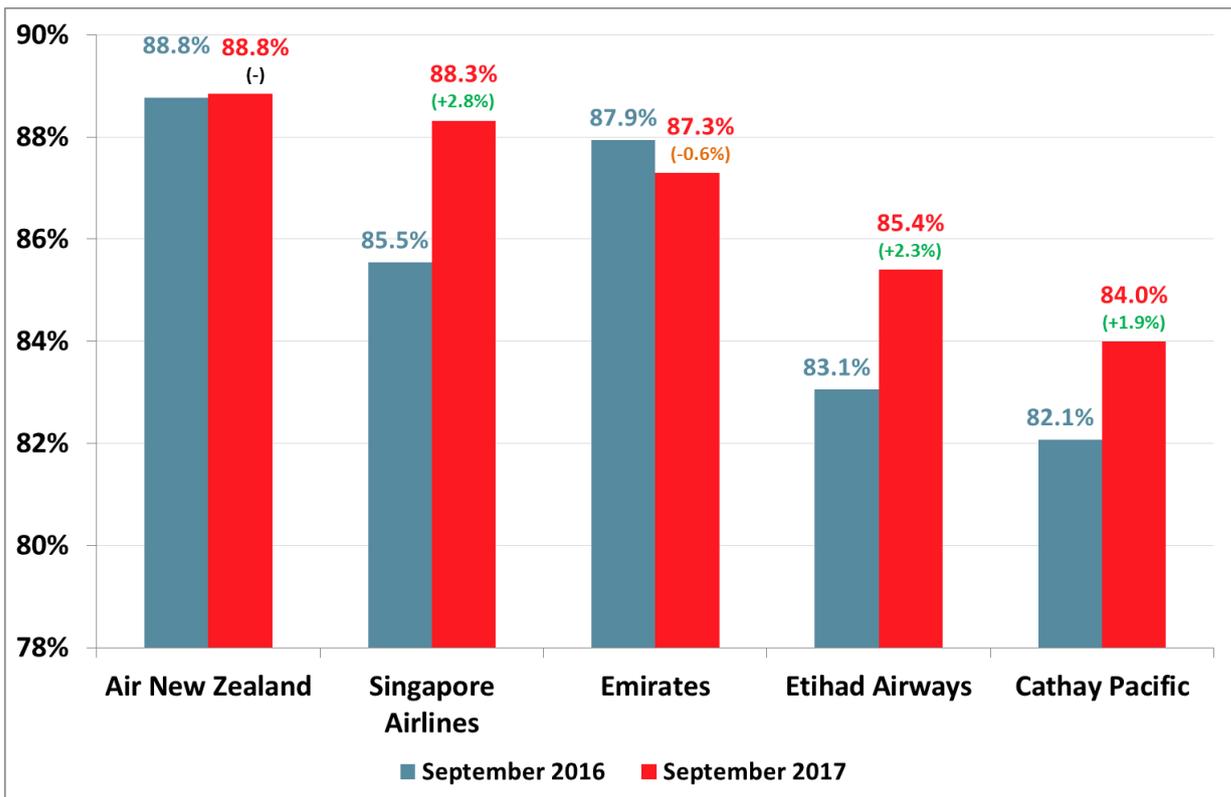
New research shows Air New Zealand is again Australia's most satisfying international airline with a customer satisfaction rating of 88.8% just ahead of international rivals Singapore Airlines on 88.3% and Dubai based Emirates on 87.3%.

Air NZ now has a string of monthly victories in the category although the strong improvement for several competitors over the past year has tightened the field considerably.

The biggest improvers over the past year include Singapore Airlines, up 2.8% to 88.3%, Etihad Airways, up 2.3% to 85.4%, Cathay Pacific, up 1.9% to 84.0%, and just outside the top 5 Thai Airways has increased 5.2% to 81.6% and British Airways is up 2.8% to 80.3%.

Qantas remains the leading Australian international airline with a customer satisfaction rating of 80.2% ahead of main rival Virgin Australia on 74.9% and both are well ahead of Jetstar and Tigerair.

Roy Morgan International Airline Customer Satisfaction Top 5 – September 2017



Source: Roy Morgan Single Source Australia, October 2015 – September 2016 (n=3,333), October 2016 – September 2017 (n=3,406). **Base:** Australians 14+ who have used an international airline.

Norman Morris, Industry Communications Director, Roy Morgan Research, says:

“Air New Zealand is Australia's leading international airline in September with a customer satisfaction rating of an exceptional 88.8% - unchanged from a year ago.

“Air New Zealand was the inaugural winner in the category back in the 2011 Roy Morgan Annual Customer Satisfaction Awards but has since conceded the annual award to rivals Singapore Airlines – now second on 88.3% and Emirates – now third on 87.3%.

“The three airlines have dominated the award since its inception with Singapore Airlines four year winning streak (2012-2015) only halted by Emirates victory in 2016.

“Other international airlines performing strongly in September include Etihad Airways on a customer satisfaction rating of 85.4%, Cathay Pacific on 84.0% and Garuda Indonesia just outside the top 5 on 82.2%.

“Australian based airlines have missed out on the top 5 in September although the leading Australian domestic airlines of Qantas with a customer satisfaction rating of 80.2% and Virgin Australia on 74.9% continue to perform well.”

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.

Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at <http://www.roymorganonlinestore.com/Awards.aspx>

For comments or more information about Roy Morgan Research’s domestic and international airline data, please contact:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

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 and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in 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