

Wednesday, 20 February 2019

Isuzu UTE wins 'Best of the Best' award for 2018

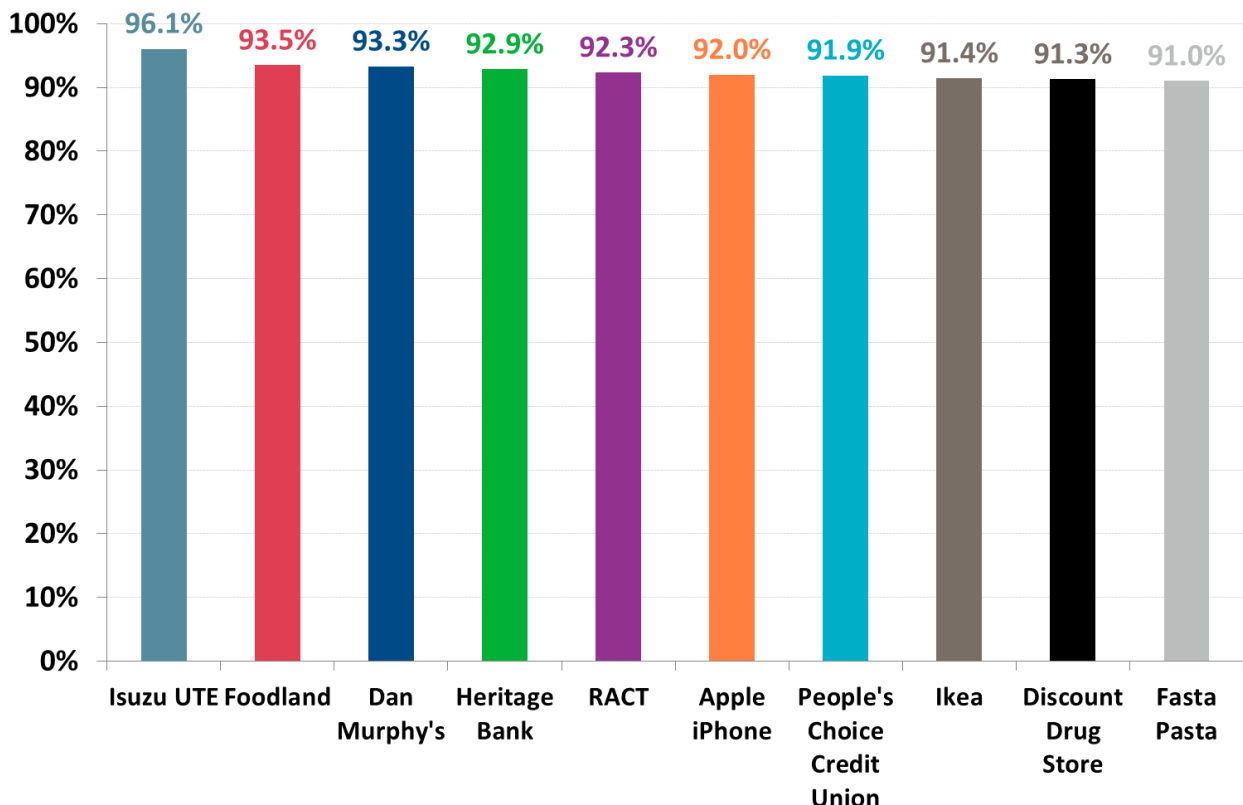
Commercial vehicle manufacturer Isuzu UTE has been named as the winner of the Roy Morgan Customer Satisfaction Award – 'Best of the Best' – taking the mantle from fellow car manufacturer Lexus. The 'Best of the Best' award goes to the company that achieved the highest customer satisfaction of all 32 winners at the 2018 Annual Roy Morgan Customer Satisfaction Awards.

Isuzu UTE ended the year with six straight victories in the demanding Car Manufacturer of the year category. Other car manufacturers to perform exceptionally well in 2018 included Skoda and Suzuki that both managed multiple monthly victories.

View a full list of all 32 of the 2018 Roy Morgan Customer Satisfaction Award Winners [here](#).

Isuzu UTE averaged customer satisfaction of 96.1% in 2018 to improve on Lexus' average of 95.8% a year ago and finishing in front of two-time runner-up and Supermarket of the Year Foodland on 93.5%. Other category winners to perform strongly included Liquor Store of the year Dan Murphy's on 93.3%, Bank of the Year Heritage Bank on 92.9% and General Insurer of the Year RACT on 92.3%.

Top 10 Roy Morgan Customer Satisfaction Award Winners 2018



Source: Roy Morgan Single Source (Australia). An average of 50,000 Australians per 12 month period aged 14+ interviewed in the time periods of 12 months to January 2018 through to 12 months to December 2018.

FOR IMMEDIATE RELEASE

Michele Levine, Chief Executive Officer, Roy Morgan says Isuzu UTE has continued the dominance of Car Manufacturers with a second consecutive victory in the prestigious 'Best of the Best' category for the Car Manufacturer of the Year following Lexus' triumph a year ago:

"Isuzu UTE has satisfied customers on an unprecedented level in 2018 with the commercial vehicle manufacturer achieving an average customer satisfaction rating of 96.1% during 2018 to 'streak the field' as Roy Morgan's 'Best of the Best' at the Annual Roy Morgan Customer Satisfaction Awards.

"Isuzu UTE's average customer satisfaction is an improvement on the stunning performance of car manufacturer Lexus a year ago which averaged 95.8% in 2017 and once again places South Australian headquartered Supermarket of the Year Foodland in the first runner-up position with an average customer satisfaction for 2018 of 93.5%.

"Other companies to not only win their individual category but also perform exceedingly well when measured against other category winners include Liquor Store of the Year Dan Murphy's with a customer satisfaction rating of 93.3% and Bank of the Year Heritage Bank on 92.9%.

"Apart from Foodland, there were three other category winners that have appeared in the Top 10 for the 'Best of the Best' in each of the last two years including Tasmanian insurer RACT on 92.3% (fifth position this year), Apple iPhone on 92% (sixth) and Adelaide based credit union People's Choice Credit Union on 91.9% (seventh)."

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's Customer Satisfaction data, please contact:

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About Roy Morgan

Roy Morgan 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 has over 75 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%
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