

Monday, 11 November 2019

Michel's knows what its customers want, serving up record highs in coffee shop satisfaction

New Roy Morgan customer satisfaction ratings show Michel's as the winner of the Coffee Shop of the Month Award for September 2019, with an impressive customer satisfaction rating of 91%. Over the past two months, Michel's has recorded its two highest satisfaction ratings, and is now in a strong position to win the annual satisfaction award for the first time since 2014.

The [Roy Morgan Coffee Shop Customer Satisfaction Report](#) puts Michel's (formerly Michel's Patisserie) leading customer satisfaction rating of 91% well ahead of Donut King (86%), The Coffee Club (85%) and Gloria Jean's and Muffin Break, both on 83%.

These customer satisfaction ratings have been drawn from the Roy Morgan Single Source survey, derived from in-depth face-to-face interviews with over 1,000 Australians each week in their homes.

Roy Morgan CEO Michele Levine says that Michel's satisfaction ratings have been consistently rising for several years, a trajectory that has taken it to its current position as the leading coffee shop chain.

"At the end of 2016, Michel's satisfaction ratings bottomed out at around 77%. But since then, it has demonstrated a remarkable turnaround, steadily increasing its ratings to its current level. This sustained effort has contributed to a 14% lift in its satisfaction ratings compared to three years ago.

"Michel's, which now operates in New Zealand, Indonesia and China, has come a long way since its first store opened in Sydney over 30 years ago. It has not only managed to survive in an industry filled with evolving competition, it continues to raise its high levels of customer satisfaction.

"Donut King, which won the 2015 and 2018 Coffee Shop of the Year Award, remains in second position, although due to declining satisfaction ratings over the past twelve months, Donut King is now at risk of losing that spot to other competitors," said Ms. Levine.

Who are you likely to see sipping coffee at Michel's?

The typical Michel's customer is more likely to be a woman than a man, aged in the 65+ bracket. Nearly half of Michel's customers are not working, but the vast majority of these are retired.

The typical Michel's customer is more engaged with advertising than other Australians. They are far more likely than the average Australian to find television advertising interesting, to see large billboards, and to notice advertising on shopping trolleys and buses.

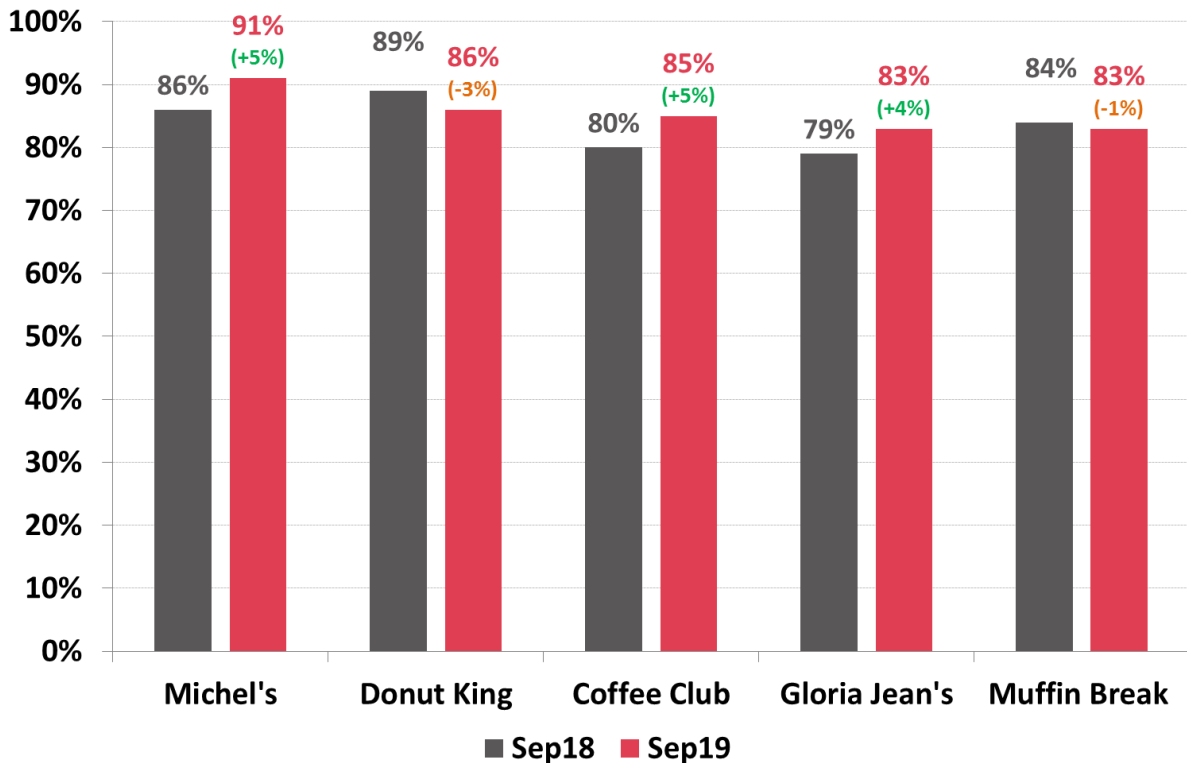
The typical Michel's customer is also significantly more likely than average Australians to attend a racetrack, purchase a CD, and go to live theatre.

The Roy Morgan Value Segment containing the highest number of Michel's customers is [Traditional Family Life](#), which is a segment representing the core of 'middle Australia', motivated by security, reliability and providing better opportunities for their family.

For in-depth demographics, characteristics, attitudes and behaviours of any coffee shop customer, visit our [coffee shop customer profiles](#).

FOR IMMEDIATE RELEASE

Leading coffee shop customer satisfaction ratings – Year on Year



Source: Roy Morgan Single Source Australia, Oct. 2017 – Sep. 2018, n = 3,819. Oct. 2018 – Sep. 2019, n = 3,060.
Base: Australians 14+ who purchased from a coffee/doughnut store in the past four weeks

For comments or more information about Roy Morgan's coffee shop and additional retail consumer data please contact:

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Roy Morgan Customer Satisfaction Awards

While the Roy Morgan Customer Satisfaction Awards focus on satisfaction ratings, there is far more in-depth data available. Roy Morgan tracks a huge range of variables including 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. Detailed data and analysis are included in the Roy Morgan Coffee Shop Customer Satisfaction Report.

Need to know what is driving your customer satisfaction?

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

Related research findings

For further in-depth analysis, view the [Coffee Shop Customer Satisfaction Report](#) or find out more about [customers who purchase their coffee from specific stores](#).

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 75 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