

Monday, 20 January 2020

## People's Choice Credit Union - 95% customer satisfaction – highest satisfaction score in the general insurance category

Roy Morgan has released new customer satisfaction data showing People's Choice Credit Union has won the General Insurer of the Month Award for November 2019, with a leading satisfaction rating of 95%. This is the second consecutive monthly award for People's Choice Credit Union, replicating its achievement of the year's highest satisfaction score.

The [Roy Morgan General Insurance Customer Satisfaction Report](#) shows the credit union is now ahead of RACT (92%), RAA (91%), Shannons (90%) and RAC (87%).

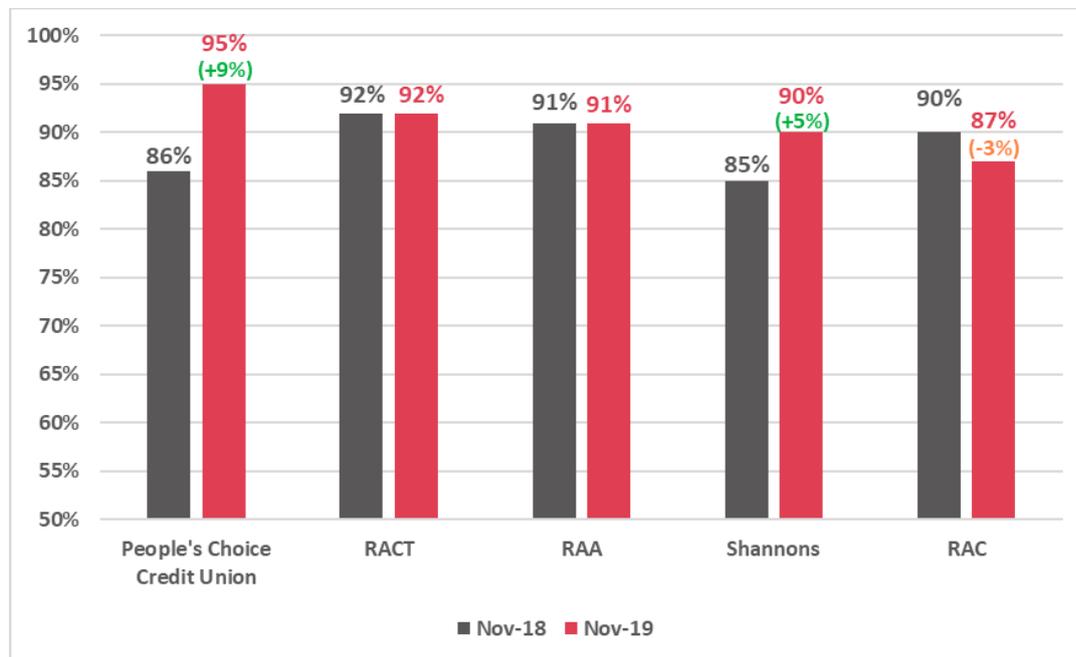
The latest ratings are taken from the Roy Morgan Single Source survey, compiled by in-depth face-to-face interviews with over 50,000 Australians each year in their homes.

Roy Morgan CEO Michele Levine says that while RACT has been the dominant brand throughout 2019, People's Choice Credit Union has been steadily increasing its satisfaction ratings.

*“Although People's Choice Credit Union has only won two monthly awards for 2019, it has been the standout performer in terms of ratings growth, increasing its rating 9% in a 12-month period. Not only that, its rating of 95% for both October and November represent the highest ratings in the General Insurer category all year.”*

While the Roy Morgan Customer Satisfaction Awards focus on satisfaction ratings, there is far more in-depth data available, including customer engagement, loyalty, advocacy and NPS for a wide range of industries and brands. This data can be analysed by month by brand and by competitive set. Detailed data and analysis are included in the Roy Morgan General Insurance Customer Satisfaction Report.

### Leading general insurer customer satisfaction ratings



**Source:** Roy Morgan Single Source Australia, December 2017 – November 2018, n = 15,871. December 2018 – November 2019, n = 15,722. **Base:** Australians 14+ who hold general insurance policies.

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## Roy Morgan customer profiles help companies discover who their customers really are

Profiles available on the [Roy Morgan Online Store](#) provide deep insight into the customers of Australia's most well-known brands. They enable businesses to understand how these customers behave and discover precisely what they want.

A new addition to the Roy Morgan customer profiles is [Helix Personas](#). These analytic tools use deep psychographic insights, far beyond simple demographics, to segment consumers into targetable groups. The data science behind Helix Personas incorporates values, beliefs and attitudes: the strongest predictors of consumer behaviour.

The People's Choice Credit Union customer profile tells us the typical customer likely belongs to the [Fair Go Helix Community](#). People in this community tend to struggle to make ends meet and are looking for a better deal in life. Many are making the best of things while others feel pessimistic and cynical.

Within the Fair Go Helix Community, the typical customer likely belongs to the [Basic Lifestyle Helix Persona](#). Those in this group are predominantly Australian-born older householders, many retired and living alone, plus some single parents.

People's Choice Credit Union customers are more likely than average Australians to have read a newspaper in the past seven days and read a catalogue in the past month, but less likely to have watched Pay TV.

They are conservative with money, being more likely than the average Australian to be well insured, they prefer investments with a safe return, and are likely to have recently cut down on their spending. They are more likely than the average Australian to enjoy dressmaking and working in the garden.

**For further comment or more information about Roy Morgan's insurance data please contact:**

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### 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 our range of [General Insurance products and reports](#).

### 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