



Retail Sector Customer Satisfaction Report

Survey Results

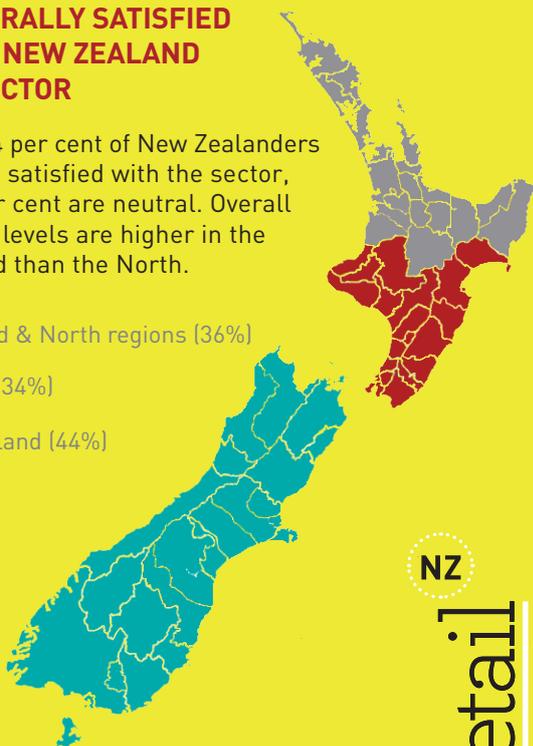
The retail sector is one of the largest industries in New Zealand - a sector that every Kiwi interacts with. The retail sector employs more than 10 per cent of the workforce and covers an incredibly diverse range of business types, sizes and models. This report covers how satisfied New Zealanders are with the nation's retail sector.

Customer satisfaction in retail is much more than just a positive customer experience. We often hear that the customer experience, or the customer service, in the New Zealand retail sector is lacking. However, research shows that Kiwis are generally satisfied with the range of products offered and service received, with 59.5 per cent reporting that they almost or almost always experience excellent customer service.

OVERALL, KIWI CONSUMERS ARE GENERALLY SATISFIED WITH THE NEW ZEALAND RETAIL SECTOR

Overall, 37.4 per cent of New Zealanders say they are satisfied with the sector, and 37.2 per cent are neutral. Overall satisfaction levels are higher in the South Island than the North.

- Auckland & North regions (36%)
- Central (34%)
- South Island (44%)



* Nielsen Online Omnibus survey conducted November 2018, n=700 representative nationwide sample, aged 15 years and over.

NZ
Retail

Overall, Kiwis are generally satisfied with the retail sector, based on their satisfaction with the customer service they experience, product range and quality, prices and value for money. However, there is still plenty of opportunities for retailers to improve.

OVERALL SATISFACTION

- Satisfied (37.4%)
- Neutral (37.2%)
- Dissatisfied (25.4%)



Consumers are most satisfied with the customer experience in New Zealand retail. 59.5 per cent of Kiwi consumers always or almost always experience excellent customer service in New Zealand retail, busting the myth that customer service in New Zealand is poor quality.

CONSUMERS EXPERIENCE EXCELLENT CUSTOMER SERVICE

- Almost or almost always (59.5%)
- Sometimes (36.0%)
- Never or almost never (4.5%)



40.8 per cent of Kiwis believe retailers always or almost always offer products that are good value for money, with 51.2 per cent believing this is the case sometimes. Given New Zealand's scale and distance, pricing can be a real challenge in the sector, and there is an opportunity for retailers to reevaluate the price and quality of products they offer.

RETAILERS OFFER PRODUCTS THAT ARE GOOD VALUE FOR MONEY

- Almost or almost always (40.8%)
- Sometimes (51.2%)
- Never or almost never (8.0%)

