

America's Best Customer Service 2019

Methodology

Newsweek

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Methodology – America’s Best Customer Service 2019

Summary

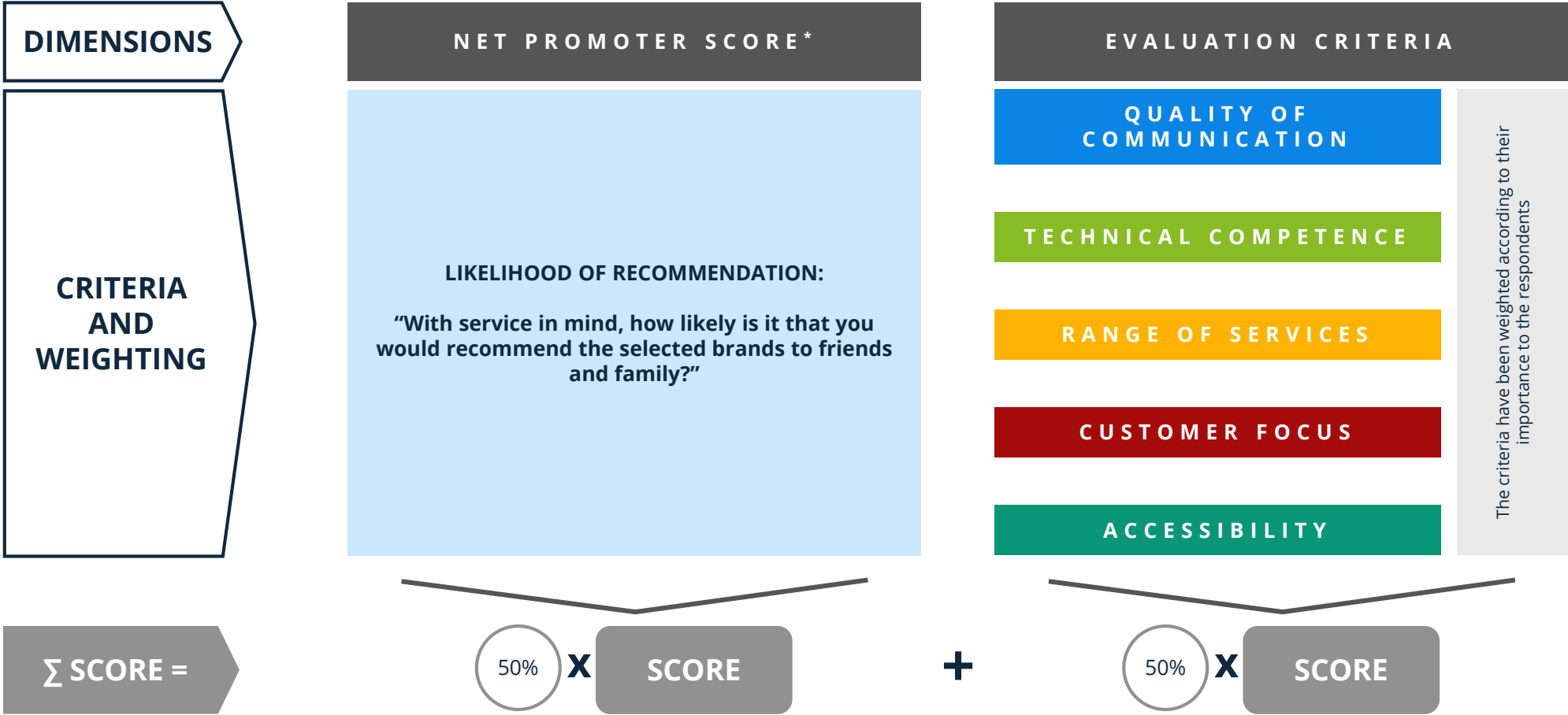
- The America’s Best Customer Service 2019 ranking has been identified in an independent survey from a vast sample of more than **20,000 U.S. customers** who have either made a purchase, used a service or gathered information about a product or service in the last three years. Each customer gave their evaluation of several brands: in total **132,954 evaluations** have been collected. The brands awarded have each received **on average close to 100 evaluations** from customers.
- The survey was conducted on retailers and service providers from 141 categories, providing a broad-spectrum of customer experiences: traditional retail, online as well as service segments. For each category, the most relevant players have been added to the long list according to their reputation, turnover or market share.
 - In the brick and mortar categories, only retailers and service providers present in at least two census regions have been included in the list.
 - In the online categories, only retailers and service providers present mostly online have been included in the list.
 - For the retailers and service providers that have an online shop as well as a store network, the core business only has been taken into account.
- In total the survey took an average of 9-11 minutes to complete and the field period ran from CW 26 to CW 30 2018.
- The evaluation was based on the **Net Promoter Score*** (50% of the final score) and five evaluation criteria (also 50% of the final score):
 1. **Quality of communication:** measures whether the contact (via e-mail, telephone or face to face) was friendly or polite.
 2. **Technical competence:** measures the quality of information received and whether questions were answered correctly and in sufficient detail.
 3. **Range of services:** measures whether one’s personal expectations and requirements were fulfilled.
 4. **Customer focus:** measures whether a personal concern/requirement was addressed with a tailored/specific solution.
 5. **Accessibility:** measures the availability of customer service in a shop or on a helpline.



The top 3 brands receiving the highest scores for their category were awarded as America’s Best Customer Service 2019

Methodology –The six criteria to build the score

Overview

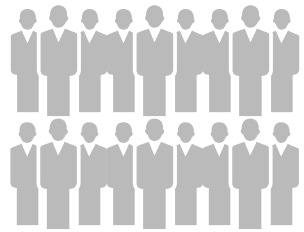


*Net Promoter, NPS et Net Promoter Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

The analysis of the customer service is based on more than 130,000 customer evaluations

Basis

The survey was conducted using online access panels, providing a representative sample of more than 20,000 American customers. Each of them gave an evaluation of several brands: in total 132,954 evaluations have been collected.



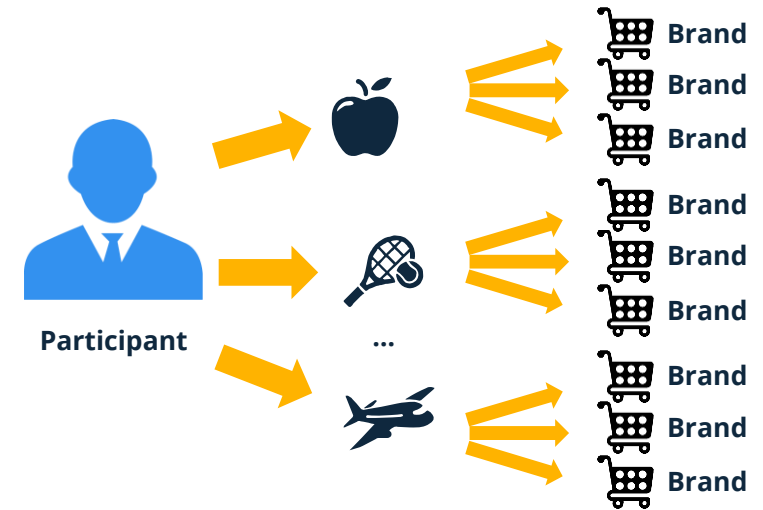
Online access panel

An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.



~20,000 participants

- ✓ Made a purchase, used a service or gathered information about a product or service in the last 3 years

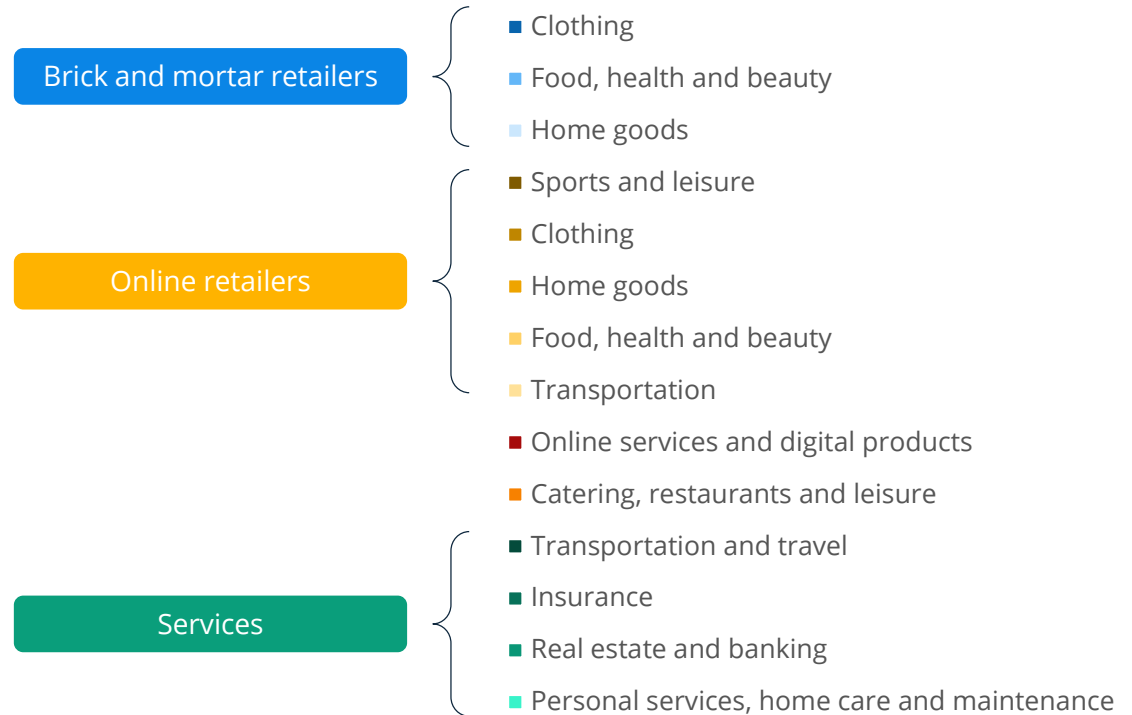
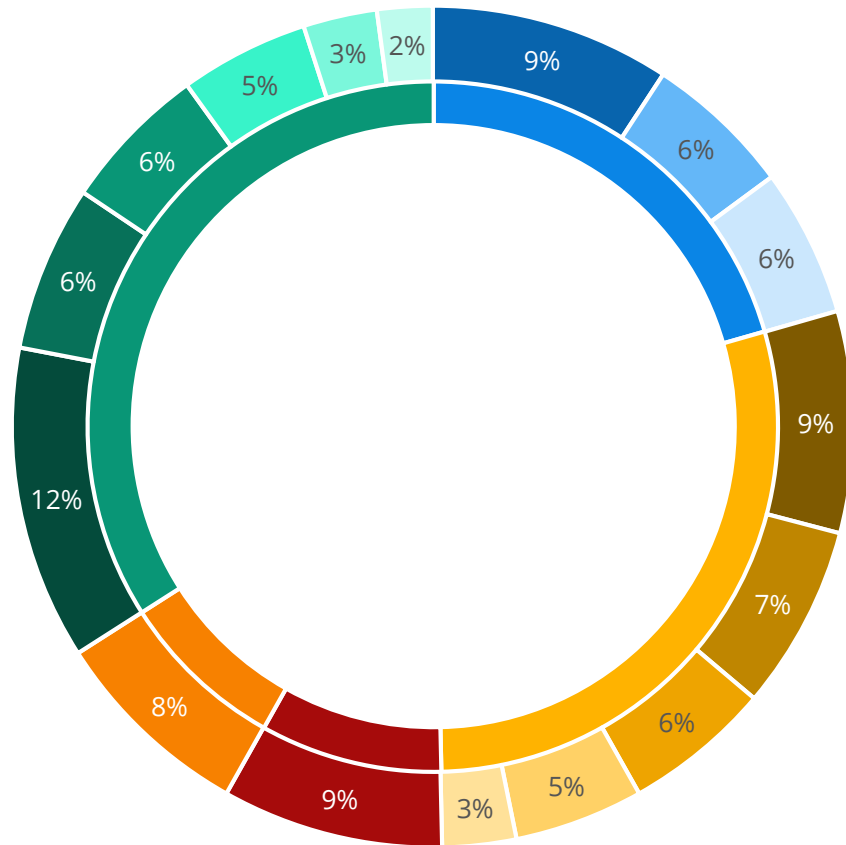


Survey

- ∅ The brands awarded have each received **on average close to 100 evaluations** from customers

The survey covers all types of retailers and service providers

In total, 141 categories are analyzed



Categories (1/8)

Each brand grouped by category

-  **Brick and Mortar Retailers: Clothing**
 1. Affordable-Luxury Brands
 2. Apparel
 3. Athletic and Sporting Goods Manufacturer
 4. Baby and Children's Products
 5. Bridal Fashion
 6. Designer Jewelry Retailer
 7. Fashion and Luxury Accessories
 8. Footwear
 9. Jewelry Retailer
 10. Lingerie
 11. Plus-Size Fashion
 12. Sporting Goods Retailer
 13. Women's Apparel
-  **Brick and Mortar Retailers: Food, Health and Beauty**
 1. Chocolate and Candy Stores
 2. Convenience Stores
 3. Eyewear Retailers
 4. Hearing Care
 5. Perfume and Cosmetics
 6. Pharmacies and Drugstores
 7. Supermarkets
 8. Superstores and Warehouse Club Stores

Categories (2/8)

Each brand grouped by category

Brick and Mortar Retailers: Home Goods

1. Arts and Crafts
2. Bookstores
3. Department Stores
4. Furniture Retail
5. Outdoor Recreation Merchandise
6. Pet Care
7. Premium Furniture Retail
8. Toys

Catering, Restaurants and Leisure

1. Bagel and Sandwich Chains
2. Buffet Restaurants
3. Casual Dining Restaurant Chains
4. Coffeehouse Chains
5. Doughnut Chains
6. Fast-Casual Restaurant Chains
7. Fast-Food Restaurant Chains
8. Ice Cream and Frozen Yogurt Stores
9. Movie Theaters
10. Pizza Chains
11. Upscale Chain Restaurants

Categories (3/8)

Each brand grouped by category



Online Retailers: Clothing

1. Apparel (Online)
2. Baby and Children's Products (Online)
3. Footwear (Online)
4. Jewelers (Online)
5. Luxury Fashion Accessories (Online)
6. Members-Only Sales (Online)
7. Men's Accessories (Online)
8. Occupational Clothing (Online)
9. Plus-Size Fashion (Online)
10. Women's Apparel (Online)



Online Retailers: Food, Health and Beauty

1. Contact Lenses (Online)
2. Eyewear Retailers (Online)
3. Groceries (Online)
4. Medical Supplies (Online)
5. Perfume and Cosmetics (Online)
6. Restaurant Delivery Services (Online)
7. Vegan and Vegetarian Products (Online)

Categories (4/8)

Each brand grouped by category

Online Retailers: Home Goods

1. Booksellers (Online)
2. Consumer Electronics (Online)
3. Flower Retailers (Online)
4. Home Furnishings (Online)
5. Lighting (Online)
6. Office Supplies (Online)
7. Online Home Stores
8. Used Goods (Online)

Online Retailers: Sports and Leisure

1. Bicycles (Online)
2. Costumes and Accessories (Online)
3. Electronic Cigarettes (Online)
4. Fishing Equipment and Clothing (Online)
5. Hobby Store, Model Making (Online)
6. Hunting, Arms Equipment and Clothing (Online)
7. Musical Equipment (Online)
8. Party Supplies (Online)
9. Pet Food and Pet-Related Products (Online)
10. Photo and Video Equipment (Online)
11. Sports and Fitness Nutrition (Online)
12. Subscription Box Services (Online)

Categories (5/8)

Each brand grouped by category

Online Retailers: Transportation

1. Auto Parts Retailer (Online)
2. Automotive Marketplace (Online)
3. Motorcycle Parts and Accessories (Online)
4. Tire and Wheel Manufacturers (Online)

Online Services and Digital Products

1. Cloud Storage and Cloud Computing Services
2. Email Services
3. Employment Search Engines
4. Internet Service Providers
5. Language-Learning Platform
6. Mobile Carriers and Telecommunications
7. Music Streaming Services
8. Online Dating Sites
9. Pay-Per-View Services and Video-On-Demand
10. Price-Comparison Websites
11. Ticketing Services
12. Wedding Registries

Categories (6/8)

Each brand grouped by category

Services: Beauty and Wellness

1. Fitness Centers
2. Hair Salons
3. Nutrition and Weight-Loss Programs
4. Spas, Wellness and Beauty

Services: Employment, Education and Child Care

1. Nanny and Au Pair Agencies
2. Temporary Employment Agency
3. Tutoring Services

Services: Insurance

1. AD&D Insurance (Accidental Death and Dismemberment Insurance)
2. Auto Insurance
3. Disability Insurance
4. Health Insurance
5. Homeowners Insurance
6. Life Insurance
7. Retirement Planning Solutions
8. Travel Insurance

Categories (7/8)

Each brand grouped by category

Services: Personal Services, Home Care and Maintenance

1. Automotive Repair
2. Dry-Cleaning Services
3. Handyman Referral Services and Home Repairs
4. Home Security
5. Home-Care Services For Seniors and Disabled
6. House Cleaning and Maid Services
7. Storage Centers

Services: Real Estate and Banking

1. Asset Management
2. Commercial Banks
3. Crowdfunding Platforms
4. Online Banking
5. Payment Services
6. Real Estate Agencies
7. Real Estate Database
8. Trading and Brokerage Services

Categories (8/8)

Each brand grouped by category

Services: Transportation and Travel

1. Airlines
2. Apartment Hotels, Extended Stays
3. Bus Carriers
4. Car Rental Services
5. Carsharing
6. Cruise Operators
7. Flights, Hotels and Holiday Deals Search Engines
8. Gas Stations
9. Hotel Chains (up to 3 stars)
10. Low-Cost Airlines
11. Moving Services
12. Shipping and Delivery Services
13. Taxi and Peer-to-Peer Ridesharing
14. Travel Agencies
15. Travel Management
16. Upscale Hotel Chains (4 to 5 stars)
17. Vacation Rental and Hotel Booking Services