



**MEDIA RELEASE**  
**For Immediate Release**

**24 February, 2017**

**FIVE YEARS OF SATISFACTION: THE GOOD GUYS AWARDED ROY MORGAN CUSTOMER SATISFACTION AWARD FOR THE FIFTH TIME IN SIX YEARS**

Proving that they really are Good Guys, Australia's number one electrical retailer has been awarded the prestigious Roy Morgan Customer Satisfaction Award for the fifth time in the last six years.

"Although there have been some major changes in our business over the last twelve months, with corporatisation and then the acquisition by JB Hi-Fi, our unwavering commitment to providing our customers with the best service possible has remained unchanged," said a spokesperson from The Good Guys.

"Customer service has always been an integral part of The Good Guys ethos and we are constantly challenging ourselves to improve our customer engagement model; creating a deeper relationship-based shopping experience with our customers," they said.

The Good Guys was announced as the winner of the Roy Morgan Research Customer Satisfaction Award for Furniture/Electrical Store of the Year 2016, based on Customer Satisfaction ratings collected from Roy Morgan's Single Source survey of approximately 50,000 Australian consumers annually. Results were analysed over the course of 12 months to identify those Australian businesses that consistently satisfy a higher proportion of their customers than their rivals.

The Good Guys received the title of 'Furniture/Electrical Store of the Year 2016' after dominating the category over the past 12 months.

"We put our customers at the centre of everything we do, and try and identify their needs and delight them with remarkable service at all stages of their shopping journey, both in-store and online," stated a spokesperson from The Good Guys.



“The Good Guys team is committed to making customer satisfaction their top priority and they strive to deliver exceptional service every day no matter where, when or how our customers shop with us.”

“While we focus a lot on our customer service, we also know that price still plays a huge role in customer satisfaction which is why we’ll beat any of our major competitors’ advertised prices. Plus our customers are protected against competitor price drops even after they have made their purchase thanks to our 30 Day Price Guarantee. This way our customers can always trust they get the best price when they buy from us.”

“Being granted this award for the fifth time in six years is a testament to our store teams, their resilience and their hard work. I’m incredibly proud and grateful to all of our team members for contributing to this outstanding result,” stated a spokesperson from The Good Guys.

A spokesperson from Roy Morgan Research, commented, “Although The Good Guys make it look easy, walking away with the Furniture/Electrical Store of the Year Award for the fifth time in six years, this is a hard-fought category of the Roy Morgan Customer Satisfaction Awards, with some household names vying for the title.”

“But by remaining dedicated and attentive to their customers' needs, rather than resting on the laurels of their excellent reputation, The Good Guys has once again given their sector a masterclass in customer satisfaction. Congratulations from all of us at Roy Morgan!”

The 2017 Roy Morgan Award adds to the growing customer service accolades for The Good Guys, who recently won the Canstar Blue customer satisfaction award for a sixth year in a row and is the only brand to win every year since the Canstar Blue awards began.

**-ENDS-**

*For media enquires or further information, please contact:*

[mediaenquiries@thegoodguys.com.au](mailto:mediaenquiries@thegoodguys.com.au)