



**MEDIA RELEASE**

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**For Immediate Release**

### **ALL STARS FOR THE GOOD GUYS**

The Good Guys wins Canstar Blue customer satisfaction awards for sixth year in a row. Australian retailer, The Good Guys, has once again been named Most Satisfied Customer - Electronics Retailer by consumer research company Canstar Blue for the sixth year in a row.

The Good Guys is the only brand to win a Canstar Blue Award every year since Canstar Blue began its awards six years ago.

A spokesperson from The Good Guys says receiving this award for six years running and being the only brand to do so is something to be extremely proud of.

“We are overjoyed to be recognised by the people most important to us; our customers.”

Canstar Blue surveyed close to 2,000 shoppers across the country on the topic of ‘Electronics Retailers’ and found that good point of sale service remains the greatest driver of customer satisfaction for 27% of Australians.

“We pride ourselves on our ability to deliver an exceptional customer experience not only in our stores, but also on our website, through our product range, and by providing our customers with value for money – all of which were assessed in this year’s survey,” said a spokesperson from The Good Guys.

Electronic retailing is in an ever-evolving cycle of change where the customer’s shopping experience now goes far beyond just price.

“In this 24/7 connected marketplace where customers can shop for whatever they want, whenever they want, wherever they are they are looking for brands that not only deliver great product ranges and great prices but a superior customer experience across all channels and all touchpoints,” they said.

“Our customer engagement model focuses on building a relationship with our customers that extends far beyond the product transaction so we work with our customers in a friendly, genuine manner to ensure we are delivering the service that they want and the solution that they need.”



The Good Guys receives this accolade at a time when online retail spending has grown to \$20.4 billion in the year to July 2016, equivalent to some 6.8% of traditional retail spending, according to National Australia Bank's (NAB) Online Retail Sales Index. It has taken the overall year-on-year growth rate to 11.8%.

"We have invested heavily in our website and IT infrastructure over the years so we're pleased to see Australian shoppers rate their interaction with it so highly."

"Most of our customers start their shopping journey online, but the majority are still coming into a store to make their purchase so delivering a unified brand story and great experience both in-store and online remains paramount to our approach to customer satisfaction,"

Head of Canstar Blue, Megan Doyle, said that though a lot has changed over the last year, one thing remains consistent; The Good Guys.

"In the last year, we've seen Dick Smith stores disappear and JB Hi-Fi acquire The Good Guys, but amongst all the changes in the industry, Australians who shop at The Good Guys continue to report five-star service and value for money," said Head of Canstar Blue, Megan Doyle.

"This has been a consistent theme from customers over the years. The Good Guys has clearly struck a winning balance in its stores. Consumers like the layout of The Good Guys stores, they think they have a great range of products to choose from, and they are convinced they're getting a good deal on price. Most importantly of all though, the customer service is top-notch," finished Mrs Doyle.

The Good Guys was the only electronics retailer to receive a five star rating from Canstar Blue across the categories of value for money, price compared to others, point of sale service, product range, store layout and catalogue.

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