“There is a clear link between customer satisfaction and perception of premium attributes such as quality, innovation, sophistication or style, forming the basis of why consumers seek out luxury brands in the first place. Luxury brands can highlight this satisfaction and the emotive benefits that they bring in order to encourage trading up.”

– Richard Hopping, Brand and Household Analyst

This report looks at the following areas:

- Luxury brands most likely to satisfy
- Excellent reviews dominated by luxury brands
- Brands without such a luxury image just as likely to generate recommendation
- Positivity = likely recommendation
- Little correlation between use in the last year and satisfaction
- Perception of high quality has strong influence on satisfaction
- Little link between perceived value and satisfaction

There is a clear link between customer satisfaction and associations with premium attributes across brands in many different sectors, highlighting that consumers feel the extra money they pay for more expensive products is worth it.

While value tends to be a driver in the decision to make a purchase, it does not necessarily have an ongoing influence on the proportion of satisfaction that a brand receives; customers appear more focused on emotive factors that have an impact on ego.

There is a slight difference when it comes to recommendation, however, with users of brands likely to consider factors apart from personal experience. As a result, brands can still generate high levels of recommendation without necessarily reaching the same satisfaction levels of those with more premium attributes.

DID YOU KNOW?
This report is part of a series of reports, produced to provide you with a more holistic view of this market.
Customer Satisfaction and Brands - UK - May 2016

Table of Contents

Overview

What you need to know
Report scope

Executive Summary

Luxury brands most likely to satisfy
Figure 1: Top brands by proportion of users who describe their experience as “Excellent” or “Good”, January 2014 – March 2016
Excellent reviews dominated by luxury brands
Figure 2: Top brands by proportion of users who describe their experience as “Excellent”, January 2014 – March 2016
Brands without such a luxury image just as likely to generate recommendation
Figure 3: Top brands by likely recommendation, January 2014 – March 2016
Positivity = likely recommendation
Figure 4: Proportion of users who would recommend the brand, by proportion of users who describe their experience as “Excellent” or “Good”, January 2014 – March 2016
Little correlation between use in the last year and satisfaction
Figure 5: Proportion of users who have used in the last year, by positive endorsement (net of “Good” or “Excellent” reviews), January 2014 – March 2016
Perception of high quality has strong influence on satisfaction
Figure 6: Agreement with “A brand that has consistently high quality”, by positive endorsement (net of “Good” or “Excellent” reviews), January 2014 – March 2016
Little link between perceived value and satisfaction
Figure 7: Proportion of agreement with “A brand that offers good value”, by proportion of positive endorsement (net of “Good” or “Excellent” reviews), January 2014 – March 2016

What we think

Customer Satisfaction Overview – What You Need to Know

Luxury brands most likely to satisfy
Offering something different can promote extra enthusiasm
Recommendation influenced by other factors
Positivity = recommendation

Brand Satisfaction

Luxury brands score highly
Figure 8: Top brands by proportion of positive endorsements (net of “Good” or “Excellent” reviews), January 2014 – March 2016
Amazon and Google perform strongly
Excellent reviews dominated by luxury brands
Figure 9: Top brands by proportion of excellent reviews, January 2014 – March 2016
Figure 10: Proportion of excellent reviews, by positive endorsement (net of “Good” or “Excellent” reviews), January 2014 – March 2016
Aspiration helps promote enthusiasm among users
Different delivery of customer service benefits First Direct
Ethical image may influence extra enthusiasm for bareMinerals
NIVEA Sun and InsureandGo also stand out

Brand Recommendation

BUY THIS REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com
Non-luxury brands equally likely to generate recommendation

Figure 11: Top brands by likely recommendation, January 2014 – March 2016

Positivity = likely recommendation

Figure 12: Proportion of users who would recommend the brand, by proportion of users who describe their experience as “Excellent” or “Good”, January 2014 – March 2016

Overall positivity more important than strong enthusiastic reviews

Figure 13: Proportion of users who would recommend the brand, by proportion of users who describe their experience as “Excellent”, January 2014 – March 2016

Sector Review – What You Need to Know

Premium takes precedence across sectors

Ongoing value counts for more within Tech Service Provider and Energy Sectors

Enjoyment key in food brands

Finance brands have to juggle many different elements

Niche beauty brands capable of creating excellent reviews

Automotive

Premium brands generate highest satisfaction

Price is more of an influence on usage than satisfaction

Figure 14: Top brands by positive endorsement (Net of “Good” or “Excellent” reviews) in the Automotive sector, January 2014 – March 2016

Satisfaction in car brands reflects brand favouritism

Figure 15: Top brands by proportion of excellent reviews in the Automotive sector, January 2014 – March 2016

Volkswagen scandal affects likelihood of recommendation

Figure 16: Top brands, by likely recommendation in the Automotive sector, January 2014 – March 2016

Trust and confidence important, value not so much

Figure 17: Overall satisfaction of BMW – Key driver output, November 2015

Finance

Finance sector’s negative image ties in with low satisfaction

Building society brand Nationwide comes out on top

Figure 18: Top brands by positive endorsement (Net of “Good” or “Excellent” reviews) in the Finance sector, January 2014 – March 2016

First Direct’s different method of delivery excels

Figure 19: Top brands by proportion of excellent reviews in the Finance sector, January 2014 – March 2016

Banking brands benefit from inertia

Despite low interaction, insurance specialists score highly

Figure 20: Factors influencing insurance purchases, September 2015

Figure 21: Top brands by likely recommendation in the Finance sector, January 2014 – March 2016

Financial services brands have several plates to spin

Figure 22: Overall satisfaction of Nationwide – Key driver output, November 2015

Food

Less of a bias towards luxury in overall satisfaction with food brands

Figure 23: Top brands by positive endorsement (net of “Good” or “Excellent” reviews) in the Food sector, January 2014 – March 2016

But premium looks to have more of an impact on excellent reviews
Customer Satisfaction and Brands - UK - May 2016

Foodservice

Niche restaurants score higher on satisfaction

Figure 27: Top brands by positive endorsement (net of "Good" or "Excellent" reviews) in the Foodservice sector, January 2014 – March 2016

Gourmet options putting pressure on fast food brands

Figure 28: Top brands by proportion of excellent reviews in the Foodservice sector, January 2014 – March 2016
Figure 29: Top brands by likely recommendation in the Foodservice sector, January 2014 – March 2016

Consistency is vital for foodservice brands

Figure 30: Overall satisfaction of YO! Sushi – Key driver output, April 2015

Drink

Alcoholic drinks and premium brands score highest within drinks sector

Figure 31: Top brands by positive endorsement (net of "Good" or "Excellent" reviews) in the Drink sector, January 2014 – March 2016

Alcoholic brands able to build associations with style and sophistication

Figure 32: Top brands by proportion of excellent reviews in the Drink sector, January 2014 – March 2016

Accessibility impacts on drinks recommendation

Figure 33: Top brands by likely recommendation in the Drink sector, January 2014 – March 2016

Innocent’s social responsibilities not necessarily an ongoing driver of satisfaction

Figure 34: Overall satisfaction of Innocent – Key driver output, September 2015

Technology Products

Google again performs strongly

Figure 35: Top brands by positive endorsement (net of "Good" or "Excellent" reviews) in the Technology sector, January 2014 – March 2016

Apple drives high proportion of excellence

Figure 36: Top brands by proportion of excellent reviews in the Technology sector, January 2014 – March 2016

Sound specialist Bose excels

Figure 37: Top brands by likely recommendation in the Technology sector, January 2014 – March 2016

Google’s free services means consumers unlikely to associate it with value

Figure 38: Overall satisfaction of Google – Key driver output, October 2015

Technology Service Providers

New streaming brands outperforming the established

Figure 39: Top brands by positive endorsement (net of "Good" or "Excellent" reviews) in the Technology Service Provider sector, January 2014 – March 2016

O2 enjoys advantage ahead of competitors

Figure 40: Top brands by proportion of excellent reviews in the Technology Service Provider sector, January 2014 – March 2016

Streaming brands putting pressure on the established

BUY THIS REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com
Quality and value biggest drivers of satisfaction

Travel

Premium travel brands top the charts

Low-cost airlines do not feature

More accessible travel brands benefit from greater likely recommendation

Customer service an important factor in satisfaction

Media

Magazines fare better than newspapers

Low satisfaction may contribute towards loss of readership

Proportion of excellent reviews unlikely to determine newspaper readership

Media brands that align with personality likely to generate satisfaction

Retail

Online specialist retailers outperform bricks-and-mortar stores

Positive attributes ensure John Lewis scores highly

Function and accessibility more of a factor in likely recommendation

Customers unfazed by negative stories around Amazon

Fashion

Fashion brands benefit from luxury associations

Brands in fashion sector able to justify high prices

Accessibility has a stronger influence on likely recommendation

Status-related attributes key drivers for Tiffany & Co
Customer Satisfaction and Brands - UK - May 2016

Energy

Negative image of energy sector weighs on individual brands
Figure 59: Top brands by positive endorsement (net of "Good" or "Excellent" reviews) in the Energy Provider sector, January 2014 – March 2016

Low differentiation = high inertia
Figure 60: Reasons for changing gas/electricity supplier in the last 12 months, June 2015
Figure 61: Top brands by proportion of excellent reviews in the Energy Provider sector, January 2014 – March 2016

Recommendation also low
Figure 62: Top brands by likely recommendation in the Energy Provider sector, January 2014 – March 2016

E.ON relies on trust and customer service
Figure 63: Overall satisfaction of E.ON – Key driver output, July 2015

Beauty and Personal Care

Mass-market brands more likely to generate overall satisfaction
Figure 64: Top brands by positive endorsement (net of "Good" or "Excellent" reviews) in the BPC sector, January 2014 – March 2016

Smaller niche brands capable of promoting excellent experience
Figure 65: Top brands by proportion of excellent reviews in the BPC sector, January 2014 – March 2016

Brands for children have greater platform for recommendation
Figure 66: Top brands by recommendation in the BPC sector, January 2014 – March 2016

Combination of function and ego promotes satisfaction in NIVEA Men
Figure 67: Overall satisfaction of NIVEA Men – Key driver output, February 2016

Household Care

Premium household care brands foster satisfaction
Figure 68: Top brands by positive endorsement (net of "Good" or "Excellent" reviews) in the Household Care sector, January 2014 – March 2016

Functional category enables clearer judgement
Figure 69: Top brands by proportion of excellent reviews in the Household Care sector, January 2014 – March 2016

The impact of accessibility on recommendation
Figure 70: Top brands by likely recommendation in the Household Care sector, January 2014 – March 2016

Certain household brands capable of competing on status
Figure 71: Overall satisfaction of Yankee Candle – Key driver output, February 2016

Factors Influencing Satisfaction – What You Need to Know

Little correlation between usage and satisfaction
Inertia means frequent usage not dependent on satisfaction
Perceived high quality and satisfaction closely linked
Investment in customer service likely to see greater return
Ethics has some influence, but is not crucial to satisfaction
Value has diminishing influence once purchase is made

The Impact of Usage

Little correlation between use in the last year and satisfaction
Convenience is key in food retailing category

Premium brands attract lower usage, yet score highly on satisfaction

The Impact of Frequent Usage

High satisfaction does not guarantee regular usage

Inertia offsets low satisfaction level in certain categories

The Impact of Perceived High Quality

Perception of high quality has strong influence on satisfaction

Consumers have got used to paying less for Amazon...

...and almost nothing for Google's services

The Impact of Customer Service

Customer service continues to prove vital

The Impact of Ethics

Perceived ethics has some influence on satisfaction

The Co-operative brands struggle

Fashion brands prosper in spite of lower association with ethics

The Impact of Perceived Good Value

Little link between perceived value and satisfaction

Importance of price diminishes after purchase

Cross Category Review- What You Need to Know

Google as yet unaffected by negative stories

Satiation in Amazon holds up

Volkswagen badly affected by emissions scandal

Nurofen brand in trouble

Google’s Tax Affairs Come Under the Microscope

Corporation tax in focus

Recent events represent a big challenge

Scrutiny on Amazon has Limited Impact

BUY THIS REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com
Amazon comes under scrutiny but satisfaction stays largely the same  
Figure 81: Positive endorsement, good and excellent reviews of Amazon, March 2012 – December 2015

The Co-operative Troubles

Confidence in banking sector growing, but fragile  
Figure 82: Customer satisfaction, good and excellent reviews for The Co-operative Bank, July 2012 – December 2016

Banking sector different to retailers

Problems from The Co-operative Bank reflect onto retail arm  
Figure 83: Customer satisfaction, good and excellent reviews of The Co-operative retailer, December 2011 – August 2015

The Co-operative under pressure from discounters

Volkswagen – Aftermath of Emissions Scandal

Volkswagen emissions scandal makes headline news  
Figure 84: Proportion of online conversation around Volkswagen, April 2011 – April 2016

Volkswagen brand image heavily affected by scandal  
Figure 85: Brand perceptions of Volkswagen, December 2014 and November 2015

Scandal also impacts on the way customers feel  
Figure 86: Volkswagen customer satisfaction, February 2014 – November 2015

Australian Nurofen Case Affects UK Prospects

Nurofen products pulled from shelves in Australia  
Figure 87: Proportion of internet conversation around Nurofen, April 2011 – April 2016

Nurofen usage slides  
Figure 88: Key metrics of Nurofen, January 2013 – January 2015

Customer satisfaction also falling  
Figure 89: Customer satisfaction, good and excellent reviews of Nurofen, January 2013 – January 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Appendix – Key Driver Analysis

Methodology

Appendix – Brands Covered