



John Lewis retains title of the UK’s best retailer

Date: 23rd April

John Lewis proved it is still the best at keeping customers happy as it retained its position as the nation’s best retailer for customer satisfaction at the Verdict Customer Satisfaction Awards, held today at the London Stock Exchange.

In its latest customer satisfaction poll, Verdict Research reveals that department store chain John Lewis is once again the nation’s best retailer. John Lewis’ retention of the number one spot in the chart demonstrates that customers continue to recognise its standout service, along with quality products.

The survey of more than 5,800 customers carried out by Verdict Research showed that John Lewis obtained scores for service far exceeding that of any other retailer in the survey. Product quality also scored highly.

Verdict Lead Analyst, Sarah Peters, says: “John Lewis retained its title this year coming top overall as well as in its main product categories of homewares and electricals. As Britain’s favourite retailer, John Lewis continues to deliver the product ranges, inspiration and trust that customers appreciate.”

2014 rank	Retailer
1	John Lewis
2	Dunelm
3	IKEA
4	Brantano
5	Matalan

Table shows the best five overall retailers in the Customer Satisfaction Index 2014. Source: Verdict Research

Last year’s third place retailer, homewares specialist Dunelm moves up to second place in Verdict’s poll. Dunelm achieves above average scores in six of the eight categories with its customers proving to be particularly impressed with its range., while IKEA is in third place this year.

Verdict’s survey also reveals the best retailers by sector as well the overall winner. John Lewis remains a firm winner in its main sectors, according to the results:

Sector	1 st place	2 nd place	3 rd place
Clothing	H&M	Matalan	JD Sports
DIY	Screwfix	B&Q	Wickes
Footwear	Matalan	Amazon	Brantano
Food & Grocery	Waitrose	Aldi	Lidl
Music & Video	Amazon	Asda	HMV/Fopp
Personal care	Savers	Morrisons	Wilkinson
Homewares	John Lewis	Amazon	Dunelm Mill
Electricals	John Lewis	Amazon	Asda

The best three retailers in each retail sector 2014
Source: Verdict Research



New for this year, Verdict also reveals which retailers rank best in the customer satisfaction stakes around online retailing:

Category	Winning retailer
Best Online Retailer Overall	John Lewis
Best Online Fulfilment	John Lewis
Best Online Pureplay	Amazon
Best Click & Collect Service	Next

The best retailer by satisfaction measure 2014
Source: Verdict Research

Note to Editors:

Verdict’s Customer Satisfaction Index measures how satisfied customers are with the retailers they use. We look at satisfaction across different aspects of the retail proposition (range, convenience, price, service, facilities, ambience, quality, layout) and for each of these provide a satisfaction score. From these scores we also calculate an overall satisfaction score. All of these calculations are based on what customers have told us in the consumer research we conduct for this series, and only come from people who actually shop at the stores.

The research covers more than 5,800 adults aged 16 years and over using a random location sample. The sample is representative of all adults in the UK. Interviewing took place in October and November 2013 using fully trained and supervised market research interviewers.

For further information and/or an interview with one of the Verdict Research team of analysts, please contact Kirstin Stocker on 07920 500400 or kirstin.stocker@informa.com.

Source : Verdict Retail - www.verdictretail.com