



MEDIA RELEASE

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KIWI CONSUMERS REPORT EXCELLENT CUSTOMER SERVICE IN RETAIL SECTOR

In a new report released by Retail NZ, survey results show that Kiwi consumers are generally satisfied overall with the retail sector.

“Customer service is key to success in retailing, and new research shows that nearly 60 per cent of New Zealanders say that they always or almost always receive excellent customer service in retail,” Greg Harford, Retail NZ Interim Chief Executive, said today. “This is a real vote of confidence in the sector and shows that the 215,000 Kiwis employed in retail are doing a great job for their customers.

“The research also shows with around 74 per cent of New Zealanders are satisfied or neutral with the sector overall. This is based on their satisfaction with the service they experience, product range and quality, and price value for money.

“There are parts of the country where consumers are more satisfied than others,” Harford says, “Consumers overall are more satisfied in the South Island than in the North Island, which can possibly speak to a closer relationship between customer and businesses in heartland New Zealand.

“New Zealand’s small scale and geographic isolation can make it an expensive place to operate a retail business. Around 41 per cent of consumers feel that retailers always or almost always offer products that are good value for money, which means retailers need to maintain a focus on delivering great pricing to customers, as well as an outstanding customer experience.

“It is great to see that Kiwi consumers are satisfied with different parts of the retail sector, as its one of the largest contributors to the New Zealand economy, and employs about 10 per cent of the workforce. While there are some great wins for retailers, it is also an opportunity to examine the areas customers feel less satisfied, or are only sometimes satisfied, and work to make improvements.”

[Click here](#) to view the Customer Satisfaction report.

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