



## Press Release

### **J.D. Power and Associates Reports: How Well the Sales Staff Connects with Customers Has an Impact on Overall Satisfaction with Appliance Retailers**

Lowe's Ranks Highest in Satisfying Customers with Major Appliance Retailers for a Third Consecutive Year

**WESTLAKE VILLAGE, Calif.: 18 July 2012** — Simple behaviors, such as greeting customers promptly when they enter an appliance retail store, may result in higher levels of customer satisfaction, according to the J.D. Power and Associates 2012 Appliance Retailer Satisfaction Study<sup>SM</sup> released today.

The study, now in its fifth year, measures [customer satisfaction with the largest appliance retailers](#) based on performance in six factors: sales staff and service; store facility; merchandise; price; delivery service; and installation service.

The study finds that while sales staff and service is the most important driver of overall customer satisfaction with an appliance retailer, there are relatively simple behaviors salespeople can perform to positively impact customer satisfaction. For example, while most customers say they are able to find sales staff to assist them, there is a larger gap across retailer performance in terms of how quickly customers are greeted. Among customers who are greeted promptly by the sales staff, satisfaction scores average 817 points on a 1,000-point scale, 32 points higher than the industry average of 785.

“What customers truly require when shopping from a retailer is an available salesperson to assist them, and that they will be courteous, knowledgeable and able to effectively demonstrate the appliance,” said Christina Cooley, senior manager of the home improvement practice at J.D. Power and Associates. “Interestingly, these aren’t areas that typically require significant investment. It’s important, however, for retailers to make sure they are hiring the right people and providing the necessary training so they can be as helpful as possible in translating customer needs when making recommendations on specific appliances and brands.”

The study finds that overall satisfaction with appliance retailers has declined by 5 points from 2011, with satisfaction scores decreasing in all factors.

Lowe's ranks highest in satisfying appliance retail customers for a third consecutive year. With a score of 801, Lowe's performs particularly well in the store facility, price and delivery service factors. Following Lowe's in the rankings are hhgregg (795), which performs well in sales staff and service and merchandise, and Sears (788), which performs well in installation service.

#### **Consumer Tips**

According to the study, retailers have a lot to gain from providing a positive appliance shopping and purchase experience, as delighted customers are more likely to be loyal to that retailer not only for future appliance purchases, but also for other merchandise. J.D. Power offers the following tips for consumers shopping for kitchen and laundry appliances at a major retailer:

- Retailers will generally match prices from competitors, so focus more on choosing the appliances and services you need and point out any price variances that the retailer may address for you.
- On average, consumers visit a retailer two to three times prior to purchasing an appliance. It may save you time if you research both the appliances you need and the retailers beforehand so you know that the retailer you visit has the appliance you're interested in. In addition, most retailers are well positioned to show you competitive retailer pricing and discuss the benefits of shopping at their store, which may help you feel comfortable about not visiting several different retailers.
- Make sure you receive the attention, guidance and recommendations you need to feel comfortable with your purchase. There is no need to settle for a mediocre or unpleasant experience. Plenty of retailers are looking for the opportunity to help you with your appliance purchase.

The 2012 Appliance Retailer Satisfaction Study is based on responses from more than 4,100 customers who purchased a laundry or kitchen appliance within the previous 24 months from a major appliance retailer. The study was fielded between January and February 2012.

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](http://JDPower.com). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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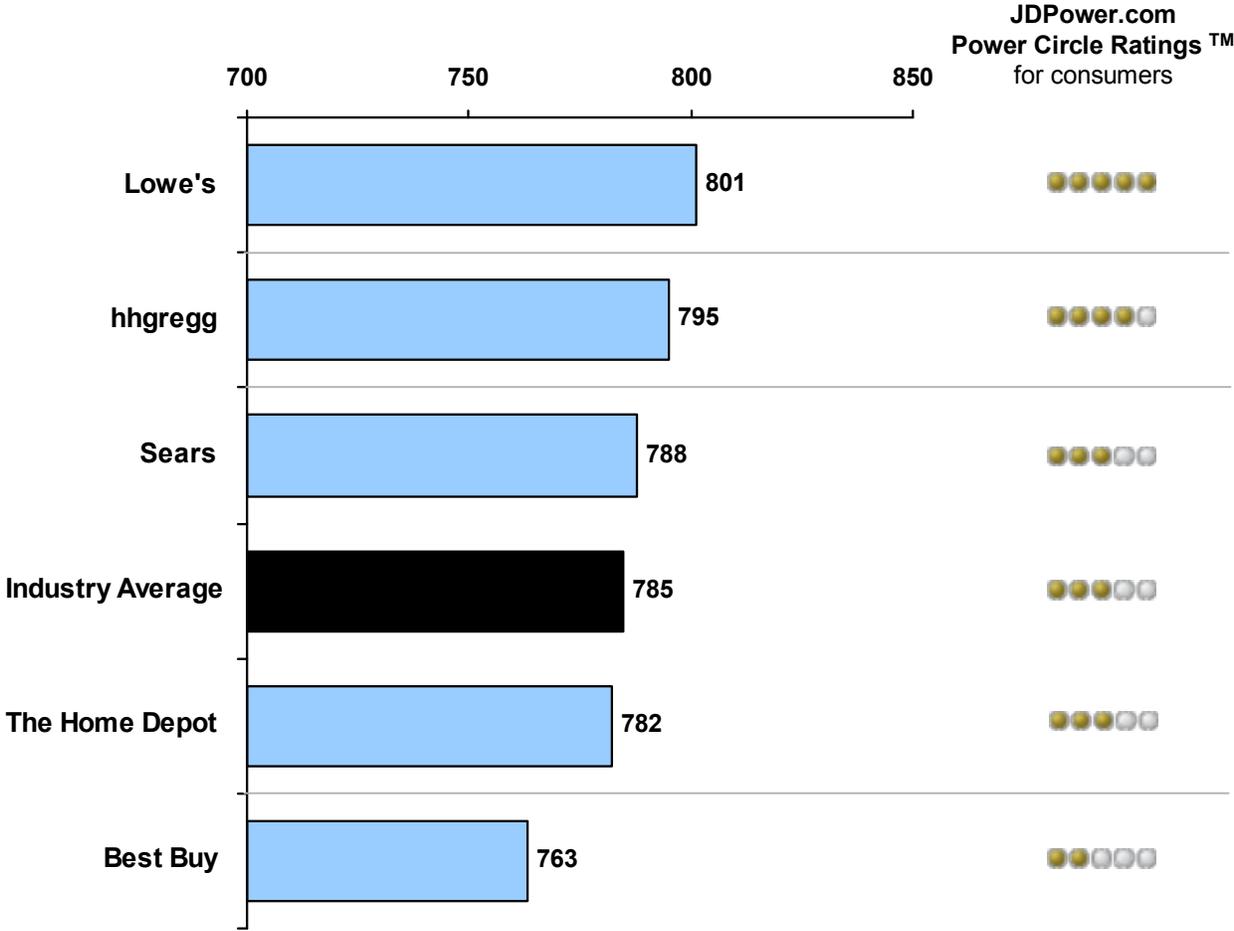
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NOTE: One chart follows.

# J.D. Power and Associates 2012 Appliance Retailer Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking *(Based on a 1,000-point scale)*



**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2012 Appliance Retailer Satisfaction Study<sup>SM</sup>

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2012 Appliance Retailer Satisfaction Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings<sup>TM</sup> are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit [jdpower.com/faqs](http://jdpower.com/faqs). No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.