

# New top shop

A new chain of Auckland stores tops our appliance store ratings

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**A**s part of our appliance reliability survey we asked members to rate the service they've received from appliance retailers.

This could cover advice, help with installation, meeting any obligations under the Consumer Guarantees Act, and repairs or servicing.

The Good Guys, an Australian chain with five Auckland stores, makes its first appearance in our survey and zooms straight to the top of our rankings. Its customers were very satisfied: 83 percent of our members rated its service "good" or "very good", putting it well clear of the 100% chain in second place.

Our ratings are on a five-point scale from "very poor" to "very good". Overall, 55 percent of members rated the service they'd received "good" or "very good" – no change from last year's result.

100% stores, Betta Electrical, Heathcote Appliances and Magness Benrow all achieved satisfaction ratings of 70 percent or higher. Betta Electrical and 100% are owner-operated franchise chains (Heathcote Appliances belongs to the 100% chain). Magness Benrow is in Auckland. These stores were among last year's top five. LV Martin has fallen from its top spot in 2011 to sixth place this year.



Once again the large nationwide chains trail the field. Bond & Bond, Noel Leeming, Farmers and The Warehouse rated between 38 and 44 percent.

## The specialists

Our Table shows retailers who had sold at least four of the appliances (washing machines, dishwashers, fridge-freezers, TVs, digital cameras or vacuum cleaners) in our appliance reliability survey.

Briscoes and Dick Smiths stock a wide range of products but were represented only by vacuum cleaners, or by digital cameras or TVs in our survey.

Kitchen Things and Kitchen Appliance Specialists sell **whiteware** (dishwashers, washing machines and fridge-freezers).

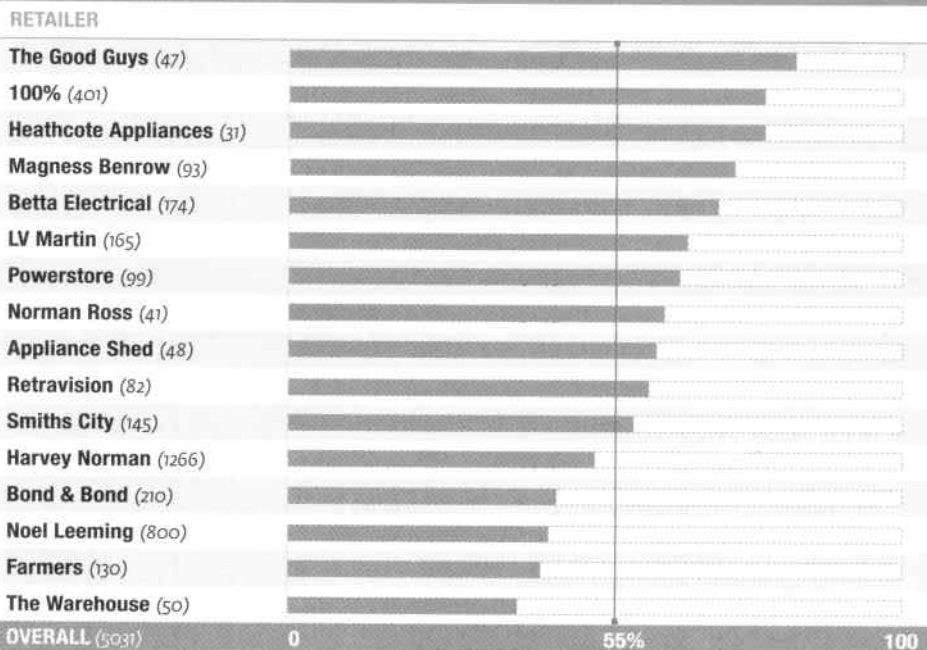
Surprisingly, these specialist retailers didn't do better than the top general retailers for after-sales service

Overall, 56 percent of people rated the service on their **whiteware** purchase "good" or "very good". Kitchen Things and Kitchen Appliance Specialists provide average service; top-rated were The Good Guys and 100%.

People were less satisfied with the service on their **vacuum cleaner** at only 49 percent. Specialist vacuum cleaner retailer Godfreys rated below average and Briscoes had the lowest rating of any store in our survey at 30 percent. 100% and LV Martin were the only retailers to rate above 50 percent.

Specialist **camera shops** are slowly disappearing from our survey. Most of our members had bought their digital camera from a general retailer, or from an electronics store such as Dick Smiths or JB HiFi. Overall satisfaction with the service on **digital cameras** and **TVs** was 55 percent. Dick Smiths and JB HiFi received average ratings. Smiths City and 100% rated above 70 percent.

## SATISFACTION RATINGS



GUIDE TO THE TABLE **RETAILERS** are those that sold at least four of the appliances in our appliance reliability survey. We also needed to receive more than 30 responses for each retailer (the number of responses in brackets). **SATISFACTION RATINGS** show the percentage of respondents who rated the service they received "good" or "very good". Overall satisfaction was 55 percent and is shown by the vertical line.