

# America's Best In-State Customer Service 2020

Methodology

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**Newsweek**

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# Methodology – America’s Best In-State Customer Service 2020

## Summary

- The aim of the survey was to recognize brands with superior customer service on a **local level** that is closer to the everyday lives of the customers.
- The survey was conducted on retailers and service providers in up to **50 different categories** in the **20 largest States in the USA<sup>(1)</sup>** by population size, providing results for a broad-spectrum of customer experiences in traditional retail and service segments. For each category, the most relevant brands were included in the scope of the survey according to reputation, turnover or market share.
- The recognized 2020 America’s Best In-State Customer Service brands were identified from the results of an independent survey of more than **20,000 U.S. customers** from the 20 observed States who have either made purchases, used services, or gathered information about products or services in the past three years. Customers evaluated several brands: in total over **170,000 evaluations** were collected.
- The States in the scope of the survey were: Arizona, California, Florida, Georgia, Illinois, Indiana, Maryland, Massachusetts, Michigan, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Texas, Virginia, Washington and Wisconsin.
- In total the survey took an average of 10-12 minutes to complete and the field period ran from February to April 2020.
- The final assessment and rankings were based on the **Net Promoter Score\*** (50% of the final score) and five evaluation criteria (also 50% of the final score):
  1. **Quality of communication:** measures whether the contact (via e-mail, telephone or face to face) was friendly or polite.
  2. **Professional competence:** measures the quality of information received and whether questions were answered correctly and in sufficient detail.
  3. **Range of services:** measures the variety of solutions available
  4. **Customer focus:** measures whether a personal concern/requirement was addressed and individual feels acknowledged or important
  5. **Accessibility:** measures the availability of customer service in a shop or on a helpline.

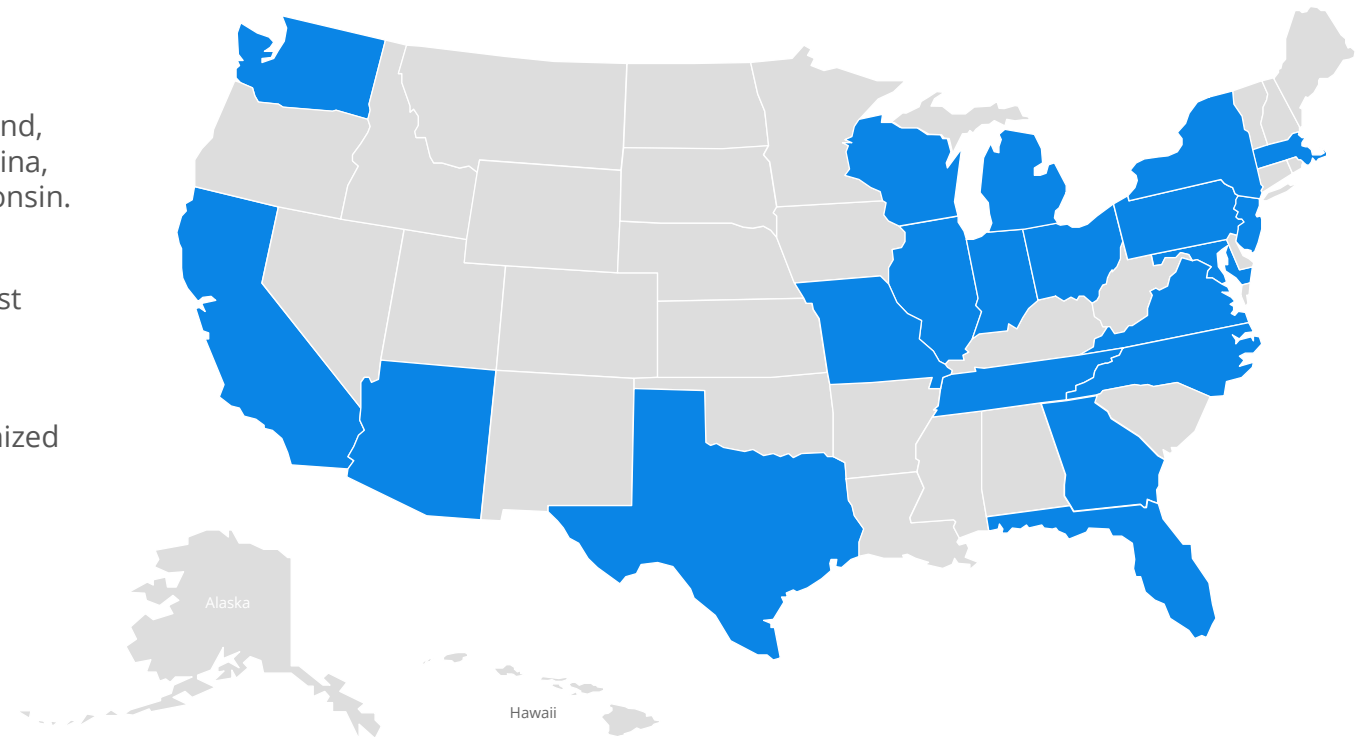


The top 3 brands receiving the highest scores in each category were awarded as America’s Best In-State Customer Service 2020

# States included in the survey

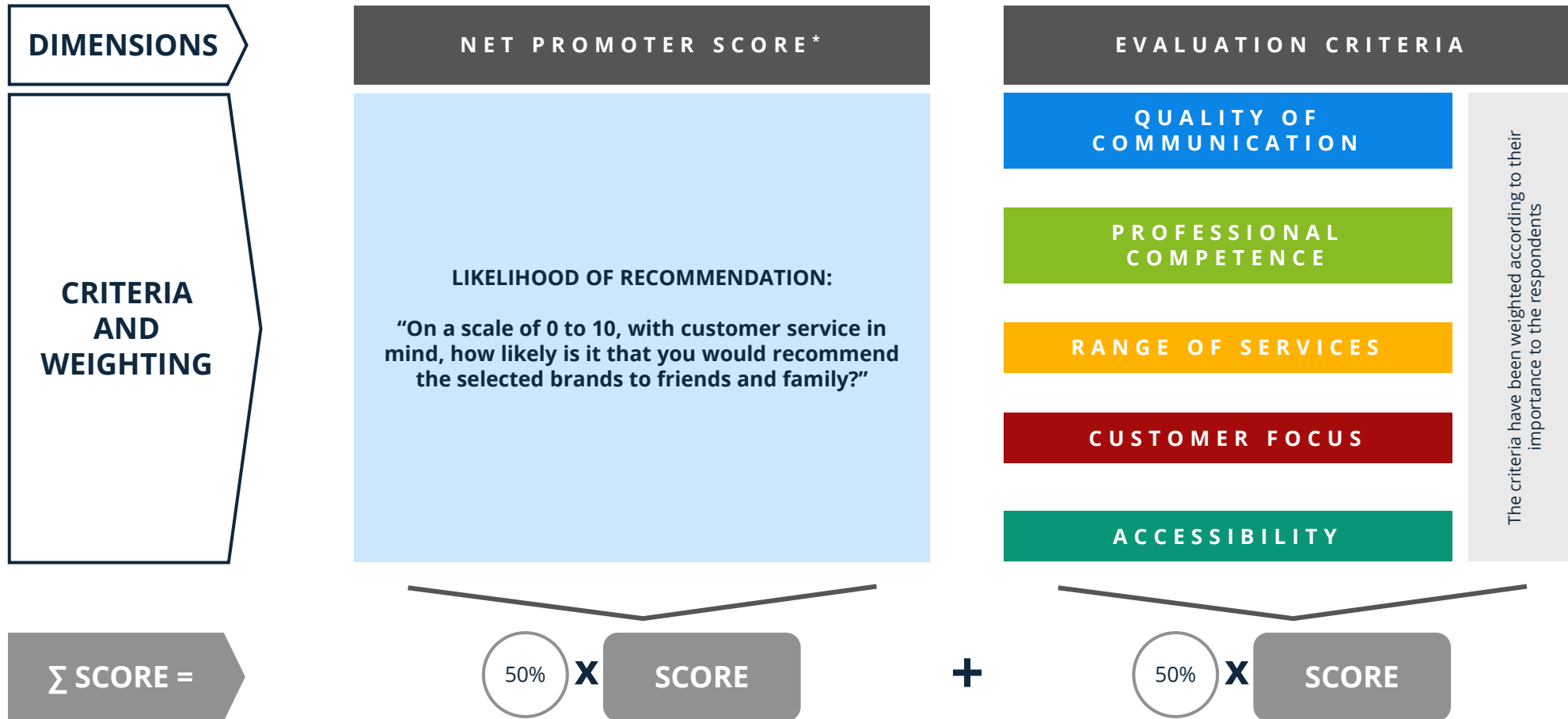
## Scope

- The 20 States included in the study are the largest States based on population size statistics from the US census bureau.
- These are: Arizona, California, Florida, Georgia, Illinois, Indiana, Maryland, Massachusetts, Michigan, Missouri, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Texas, Virginia, Washington, and Wisconsin.
- The categories examined consist of national categories examined in multiple States and State specific categories in individual States for a list with more locally relevant players and categories.
- In total, **2544 brands** were recognized in **848 categories**, with every category awarding the Top 3 brands. The number of categories recognized per state fluctuates from state to state.



# Methodology –The six criteria to build the score

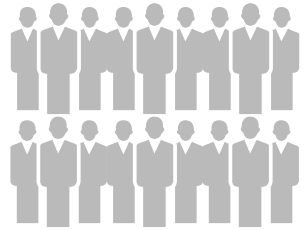
## Overview



# The analysis of the customer service is based on more than 170,000 customer evaluations

## Basis

The survey was conducted using online access panels, providing a representative sample of more than 20,000 American customers. Each of them gave an evaluation of several brands: in total 170,000 evaluations have been collected.



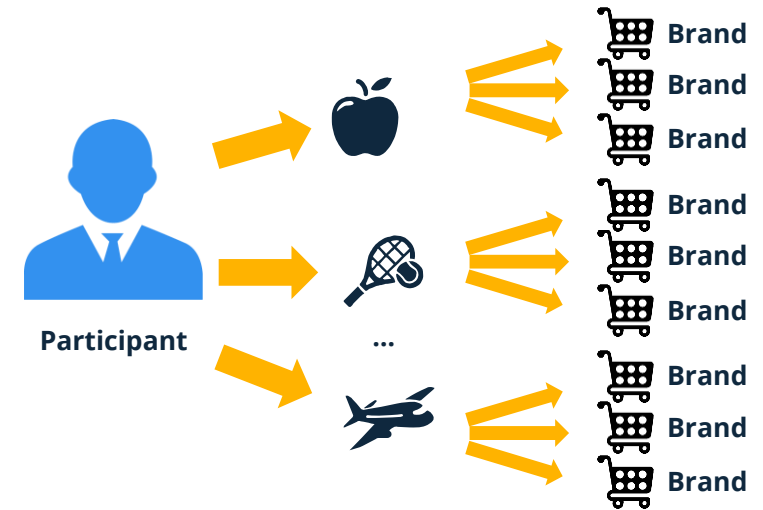
### Online access panel

An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.



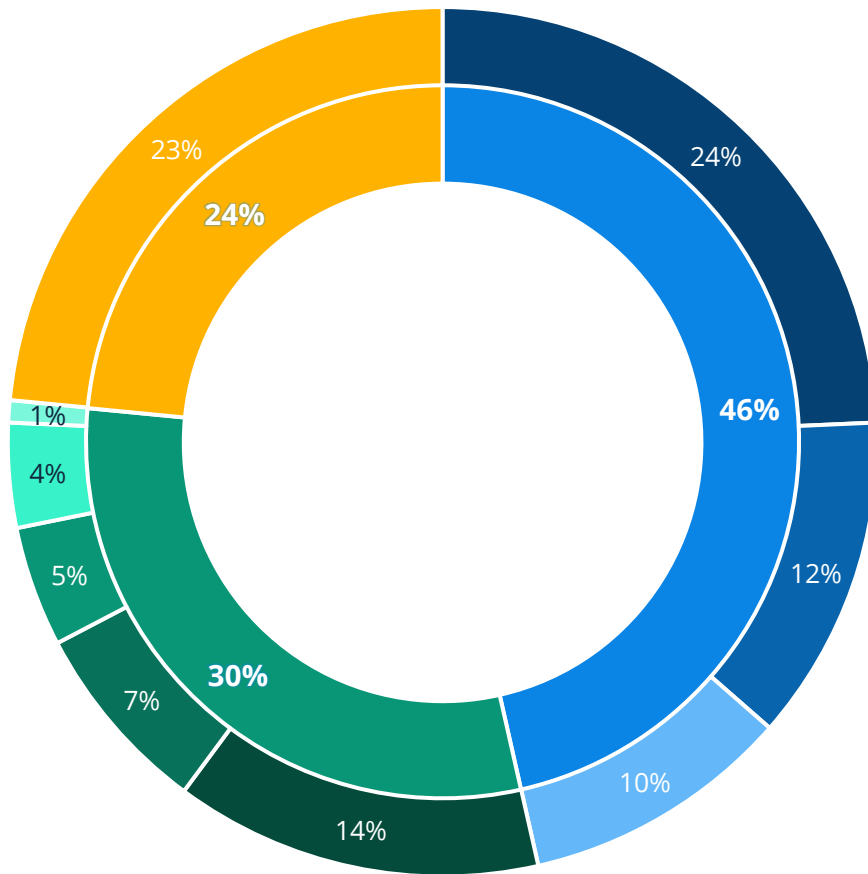
### ~20,000 participants

- ✓ Made a purchase, used a service or gathered information about a product or service in the last 3 years



# The survey covers all types of retailers and service providers

In total, up to 50 categories are surveyed in each state



# Categories (1/5)

Each brand grouped by category



## **Brick and Mortar Retailers: Clothing**

1. Apparel
2. Baby and Children's Products
3. Bicycle Shops (Washington)
4. Fashion Jewelry & Accessories Retailer
5. Footwear
6. Jewelry Retailer
7. Lingerie
8. Outdoor and Athletic Apparel
9. Plus-Size Fashion
10. Premium Apparel
11. Sporting Goods Retailer
12. Surf Shops (California, Florida)
13. Sustainable Clothing & Home Goods (California, Florida)



## **Brick and Mortar Retailers: Clothing**

13. Western Wear (Texas)
14. Women's Apparel



## **Brick and Mortar Retailers: Food, Health and Beauty**

1. Chocolate and Candy Stores
2. Convenience Stores
3. Eyewear Retailers
4. Perfume and Cosmetics
5. Pharmacies and Drugstores
6. Supermarkets
7. Wine Tours (California)

# Categories (2/5)

Each brand grouped by category

## Catering, Restaurants and Leisure

1. Amusement Parks (Florida, Virginia)
2. Bagel and Sandwich Chains
3. BBQ (North Carolina, Texas)
4. Buffet Restaurants
5. Breweries (Georgia, Pennsylvania)
6. Bus Tours (New York)
7. Casinos (Arizona)
8. Casual Dining Restaurant Chains
9. Coffeehouse Chains
10. Deep Dish Pizza (Illinois)
11. Distilleries (New Jersey, Tennessee)
12. Fast-Casual Restaurant Chains

## Catering, Restaurants and Leisure

13. Fast-Food Restaurant Chains
14. Fishing Charters
15. Frozen Custard (Wisconsin)
16. Golf Courses
17. Italian Ice / Gelato (Massachusetts)
18. Ice Cream and Frozen Yogurt Stores
19. Meat Pies (Michigan)
20. Mexican Restaurants (Arizona)
21. Movie Theaters
22. Music Venues (Georgia, Tennessee, Texas)
23. Night Club (Florida)
24. Philly Cheesesteak (Pennsylvania)



# Categories (3/5)

Each brand grouped by category

## **Catering, Restaurants and Leisure**

25. Pizza Chains
26. Rodeo (Texas)
27. Seafood Restaurants (Massachusetts)
28. Supper Clubs (Wisconsin)
29. Theatres (New York)
30. Upscale Chain Restaurants

## **Brick and Mortar Retailers: Home Goods**

1. Arts and Crafts
2. Furniture Retail
3. Home Goods & Decor
4. Outdoor Sporting Goods
5. Pet Care
6. Premium Furniture Retail

# Categories (4/5)

Each brand grouped by category

## **Services: Beauty and Wellness**

1. Fitness Centers
2. Spas, Wellness and Beauty

## **Services: Employment, Education and Child Care**

1. Child Care Services
2. Temporary Employment Agency
3. Tutoring Services

## **Services: Personal Services, Home Care and Maintenance**

1. Automotive Repair
2. Home Security
3. Home-Care Services For Seniors and Disabled
4. Storage Centers
5. Talent Agencies

## **Services: Real Estate and Banking**

1. Commercial Banks
2. Real Estate Agencies

# Categories (5/5)

Each brand grouped by category

## **Services: Transportation and Travel**

1. Apartment Hotels, Extended Stays
2. Budget Hotels (1 to 2 Stars)
3. Car Rental
4. Economy Hotel (3 Stars)
5. Moving Services
6. Premium Hotel
7. Ski Resorts