America’s Best Customer Service 2023

Methodology
Methodology – America’s Best Customer Service 2023

Summary

• The 2023 America’s Best Customer Service rankings were identified from the results of an independent survey of more than 30,000 U.S. customers 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 200,000 evaluations were collected. The awarded brands each received on average 100 evaluations from customers.

• The survey was conducted on retailers and service providers from 166 categories, providing results for a broad-spectrum of customer experiences in traditional retail, online 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.
  – In the brick-and-mortar categories, only retailers and service providers present in at least two census regions have been included in the list.
  – In the online categories, only retailers and service providers present mainly online have been included in the list.
  – For retailers and service providers with an online presence and store networks, only the core business was considered.

• In total the survey took an average of 9-11 minutes to complete, and the field period ran from May to July 2022.

• The final assessment and rankings were based on the Likelihood of Recommendation (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 to fulfill one’s personal expectations.
  4. Customer focus: measures whether the customer feels acknowledged and important.
  5. Accessibility: measures the availability of customer service in a shop or on a helpline.

The top 3–5 brands based on category size receiving the highest scores in each category were awarded as America’s Best Customer Service 2023.
Methodology – The six criteria to build the score

Overview

Sum Score = \sum_{\text{CRITERIA AND WEIGHTING}} \cdot \sum_{\text{LIKELIHOOD OF RECOMMENDATION}} \cdot \sum_{\text{EVALUATION CRITERIA}}

Likelihood of Recommendation:
"On a scale of 0 to 10, with customer service in mind, how likely is it that you would recommend the selected brands to friends and family?"

Evaluation Criteria:
- Quality of Communication
- Professional Competence
- Range of Services
- Customer Focus
- Accessibility

The criteria have been weighted according to their importance to the respondents.
**Weighting of importance for 5 dimensions**

Survey participants asked to rank each dimension of customer service by importance.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Weighting*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility</td>
<td>20.8%</td>
</tr>
<tr>
<td>Customer Focus</td>
<td>20.4%</td>
</tr>
<tr>
<td>Communication</td>
<td>20.2%</td>
</tr>
<tr>
<td>Professional Competence</td>
<td>19.7%</td>
</tr>
<tr>
<td>Range of Services</td>
<td>18.9%</td>
</tr>
</tbody>
</table>

*The dimensions are weighted according to the importance that 30,000 respondents give them in the survey. Displayed above are examples of criteria evaluated.

Q: When you think about customer service, which aspects do you find particularly important?
The analysis of the customer service is based on more than 200,000 customer evaluations

Basis

The survey was conducted using online access panels, providing a representative sample of more than 30,000 American customers. Each of them gave an evaluation of several brands: in total 200,000 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.

~30,000 participants
Made a purchase, used a service or gathered information about a product or service in the last 3 years

Survey
The brands awarded have each received on average 100 evaluations each from customers
The survey covers all types of retailers and service providers

In total, 166 categories are surveyed
Categories (1/9)
Each brand grouped by category

Brick and Mortar Retailers: Clothing
1. Apparel
2. Athletic Apparel
3. Baby and Children's Products
4. Bridal Fashion
5. Department Stores
6. Discount Clothing
7. Fashion Accessories
8. Footwear Retailers (multi-brand)
9. Footwear Retailers (single-brand)
10. Jewelry
11. Jewelry (High-End)
12. Lingerie & Underwear
13. Luxury Fashion & Accessories
14. Outdoor Apparel
15. Premium Apparel
16. Purses/Bags
17. Second-Hand Clothing & Products
18. Women's Apparel
Categories (2/9)
Each brand grouped by category

Apple
Brick and Mortar Retailers: Food, Health and Beauty
1. Chocolate and Candy Stores
2. Convenience Stores
3. Discount Supermarkets
4. Eyewear
5. Hearing Care
6. Perfume and Cosmetics
7. Pharmacies and Drugstores
8. Supermarkets
9. Superstores and Warehouse Club Stores

Brick and Mortar Retailers: Home Goods
1. Arts and Crafts
2. Auto Supplies
3. Bookstores
4. Camping & Outdoor Gear (Hunting, Fishing)
5. Discount Home Goods
6. Furniture
7. Home Goods & Decor
8. Home Improvement Stores
9. Pet Care
10. Premium Furniture
11. Sporting Goods/Equipment (Team sports, Golf etc.)
12. Toys
Categories (3/9)

Each brand grouped by category

**Catering, Restaurants and Leisure**
1. Bagel and Sandwich Chains
2. Buffet Restaurants
3. Casual Dining Restaurant Chains
4. Coffeehouse Chains
5. Doughnut Chains
6. Fast-Casual Restaurant Chains
7. Fast-Food Restaurant Chains
8. Ice Cream and Frozen Yogurt Stores
9. Movie Theaters
10. Pizza Chains
11. Upscale Chain Restaurants

**Online Retailers: Clothing**
1. Apparel (Online)
2. Baby and Children's Products (Online)
3. Footwear (Online)
4. Jewelers (Online)
5. Luxury Fashion Accessories (Online)
6. Members-Only Sales (Online)
7. Men's Accessories (Online)
8. Occupational Clothing (Online)
9. Women's Apparel (Online)
Online Retailers: Food, Health and Beauty
1. Adult Beverages
2. Contact Lenses (Online)
3. Eyewear Retailers (Online)
4. Groceries (Online)
5. Meal Kit Services
6. Medical Supplies (Online)
7. Perfume and Cosmetics (Online)
8. Restaurant Delivery Services
9. Shopping TV Channels
10. Subscription Boxes (Clothing & Other)
11. Subscription Boxes (Makeup & Cosmetics)
12. Vegan and Vegetarian Products (Online)

Online Retailers: Home Goods
1. Booksellers (Online)
2. Consumer Electronics (Online)
3. Flower Retailer (Online)
4. Home Furnishings (Online)
5. Lighting (Online)
6. Office Supplies (Online)
7. Online Home Stores
8. Second-Hand Products (Online)
Categories (5/9)

Each brand grouped by category

Online Retailers: Sports and Leisure
1. Bicycles (Online)
2. Costumes and Accessories (Online)
3. Electronic Cigarettes (Online)
4. Fishing Equipment and Clothing (Online)
5. Hobby Store, Model Making (Online)
6. Hunting Gear & Equipment (Online)
7. Musical Equipment (Online)
8. Party Supplies (Online)
9. Pet Food and Pet-Related Products (Online)
10. Photo and Video Equipment (Online)
11. Sports and Fitness Nutrition (Online)

Online Retailers: Transportation
1. Auto Parts Retailer (Online)
2. Automotive Marketplace (Online)
3. Motorcycle Parts and Accessories (Online)
4. Tire and Wheel Manufacturers (Online)
### Categories (6/9)
Each brand grouped by category

<table>
<thead>
<tr>
<th><strong>Online Services and Digital Products</strong></th>
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<tbody>
<tr>
<td>1. Book Printing Services</td>
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<td>2. Business Printing Services</td>
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<tr>
<td>3. Cloud Storage and Cloud Computing Services</td>
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<tr>
<td>4. Email Services</td>
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<tr>
<td>5. Employment Search Engines</td>
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<td>6. Internet Service Providers</td>
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<td>7. Language E-Learning Platform</td>
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<tr>
<td>8. Mobile Carriers and Telecommunications</td>
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<td>9. Music Streaming Services</td>
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<tr>
<td>10. Online Dating Sites &amp; Apps</td>
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<td>11. Price-Comparison Websites</td>
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<tr>
<td>12. Streaming Services (TV &amp; Movies)</td>
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<td>13. Ticketing Services</td>
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<td>14. Wedding Registries</td>
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<tr>
<th><strong>Services: Beauty and Wellness</strong></th>
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<tr>
<td>1. Fitness Centers</td>
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<td>2. Hair Salons</td>
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<tr>
<td>3. Nutrition and Weight-Loss Programs</td>
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<tr>
<td>4. Spas, Wellness and Beauty</td>
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<th><strong>Services: Employment, Education and Child Care</strong></th>
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<tbody>
<tr>
<td>1. Child Care Services</td>
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<tr>
<td>2. Language Schools</td>
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<tr>
<td>3. Nanny and Au Pair Agencies</td>
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<td>4. Temporary Employment Agency</td>
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<tr>
<td>5. Tutoring Services</td>
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</tbody>
</table>
Categories (7/9)
Each brand grouped by category

**Services: Insurance**
1. AD&D Insurance (Accidental Death and Dismemberment Insurance)
2. Auto Insurance
3. Disability Insurance
4. General Liability Insurance
5. Health Insurance
6. Homeowners Insurance
7. Life Insurance
8. Retirement Planning Solutions
9. Supplemental Insurance
10. Travel Insurance

**Services: Personal Services, Home Care and Maintenance**
1. Automotive Repair
2. Car Washes
3. Dry-Cleaning Services
4. Handyman Referral Services and Home Repairs
5. Home Security
6. Home-Care Services For Seniors and Disabled
7. House Cleaning and Maid Services
8. Storage Centers
Categories (8/9)
Each brand grouped by category

Services: Real Estate and Banking
1. Asset Management
2. Commercial Banks
3. Crowdfunding Platforms
4. Online Banking
5. Payment Services
6. Real Estate Agencies
7. Real Estate Database
8. Trading and Brokerage Services
Categories (9/9)
Each brand grouped by category

Services: Transportation and Travel

1. Airlines
2. Amusement Park Experience
3. Apartment Hotels, Extended Stays
4. Budget Hotel (1 to 2 Stars)
5. Bus Carriers
6. Car Rental
7. Carsharing
8. Cruise Operators
9. Economy Hotel (3 Stars)
10. Flights, Hotels and Holiday Deals Search Engines
11. Gas Stations
12. Low-Cost Airlines
13. Luxury Hotel (5 Stars)
14. Moving Services
15. Music Festival
16. Premium Hotel (4 Stars)
17. Ridesharing, Taxi
18. Shipping and Delivery Services
19. Spa & Resort Treatment
20. Travel Agencies
21. Travel Management
22. Vacation Rental
23. E-mobility
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Disclaimers:
The rankings are comprised exclusively of brands that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on peer recommendations and publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, reflects the last three calendar years. Furthermore, events following June 31st, 2022, and/or pertaining to individual persons affiliated/associated to the brands were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about the brands. The quality of brands that are not included in the rankings is not disputed.