America's Best Customer Service 2023

Methodology

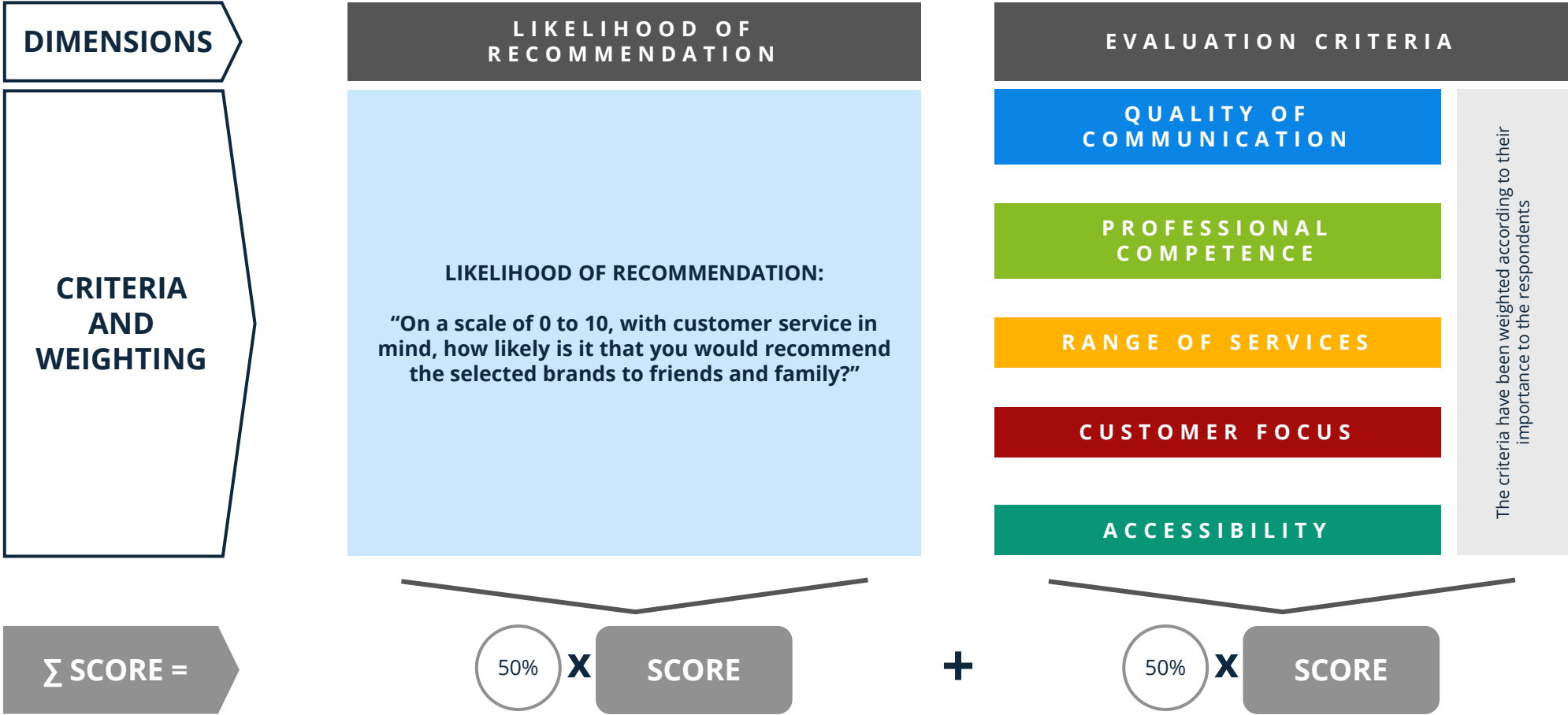# Methodology – America's Best Customer Service 2023

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
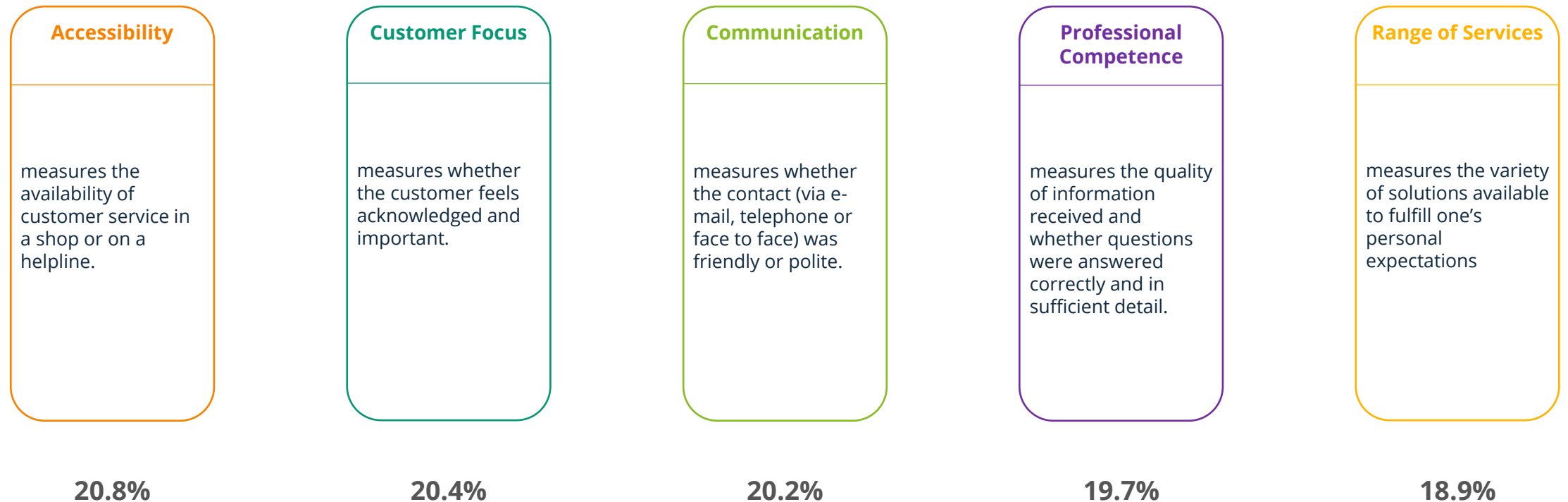
Methodology –The six criteria to build the score

Overview

DIMENSIONS	LIKELIHOOD OF RECOMMENDATION	EVALUATION CRITERIA	

CRITERIA AND WEIGHTING

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?"

QUALITY OF COMMUNICATION

PROFESSIONAL COMPETENCE

RANGE OF SERVICES

CUSTOMER FOCUS

ACCESSIBILITY

The criteria have been weighted according to their importance to the respondents

∑ SCORE =

50% **X** **SCORE**

+

50% **X** **SCORE**

Weighting of importance for 5 dimensions

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

Accessibility	Customer Focus	Communication	Professional Competence	Range of Services
measures the availability of customer service in a shop or on a helpline.	measures whether the customer feels acknowledged and important.	measures whether the contact (via e-mail, telephone or face to face) was friendly or polite.	measures the quality of information received and whether questions were answered correctly and in sufficient detail.	measures the variety of solutions available to fulfill one's personal expectations
20.8%	**20.4%**	**20.2%**	**19.7%**	**18.9%**

Weighting*

4

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

Participant

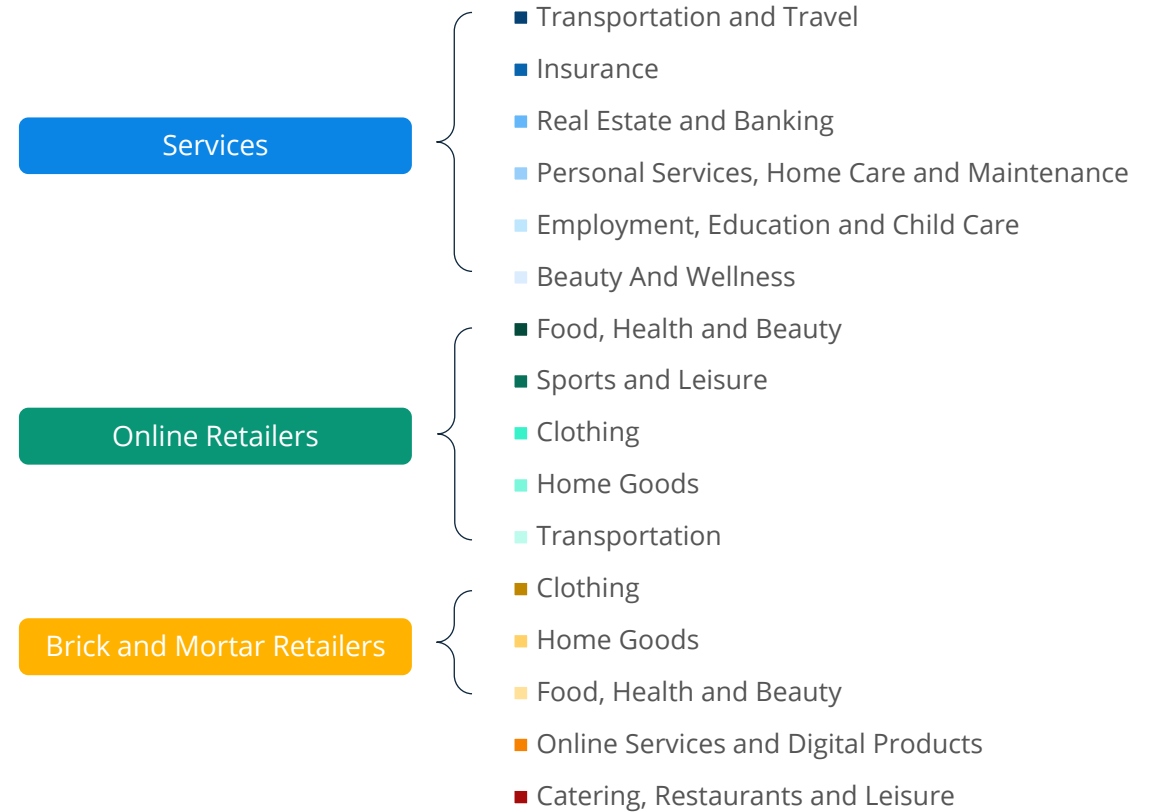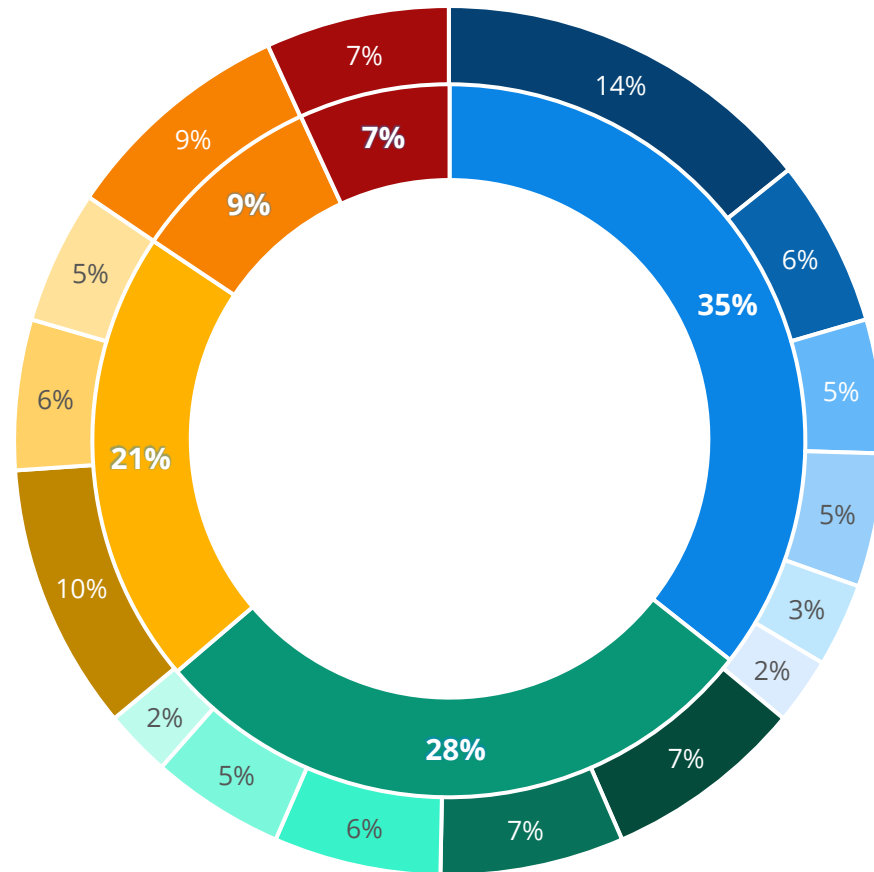...

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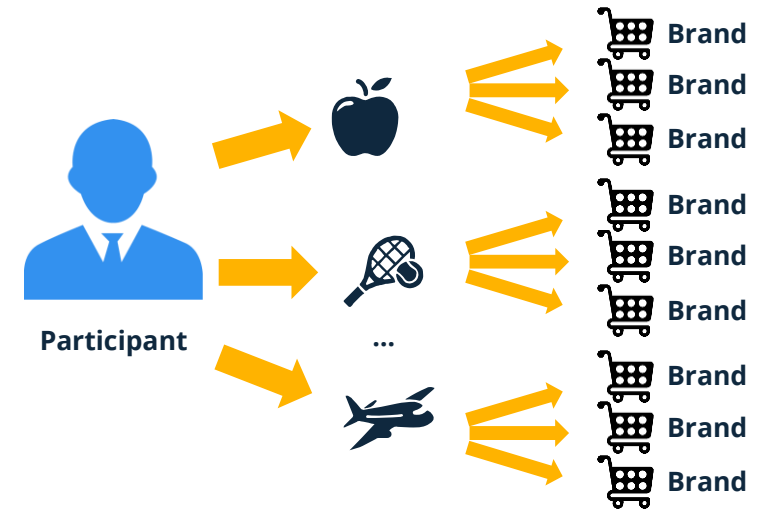
Survey

Ø 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

Services
- Transportation and Travel
- Insurance
- Real Estate and Banking
- Personal Services, Home Care and Maintenance
- Employment, Education and Child Care
- Beauty And Wellness

Online Retailers
- Food, Health and Beauty
- Sports and Leisure
- Clothing
- Home Goods
- Transportation

Brick and Mortar Retailers
- Clothing
- Home Goods
- Food, Health and Beauty
- Online Services and Digital Products
- Catering, Restaurants and Leisure

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

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)

Categories (4/9)

Each brand grouped by category

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

Online Services and Digital Products

1. Book Printing Services
2. Business Printing Services
3. Cloud Storage and Cloud Computing Services
4. Email Services
5. Employment Search Engines
6. Internet Service Providers
7. Language E-Learning Platform
8. Mobile Carriers and Telecommunications
9. Music Streaming Services
10. Online Dating Sites & Apps
11. Price-Comparison Websites
12. Streaming Services (TV & Movies)
13. Ticketing Services
14. Wedding Registries

Services: Beauty and Wellness

1. Fitness Centers
2. Hair Salons
3. Nutrition and Weight-Loss Programs
4. Spas, Wellness and Beauty

Services: Employment, Education and Child Care

1. Child Care Services
2. Language Schools
3. Nanny and Au Pair Agencies
4. Temporary Employment Agency
5. Tutoring Services

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

Imprint

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