

From Store to Home, Appliance Retailers Must Be Consistent with Customer Service, J.D. Power Finds

Best Buy Ranks Highest in Customer Satisfaction for Third Consecutive Year

COSTA MESA, Calif.: 10 July 2019 – From the moment the shopping experience begins on the store floor, appliance retailers must make a great impression with shoppers, starting with the sales staff interaction and following through to home delivery and installation, according to the J.D. Power 2019 Appliance Retailer Satisfaction Study.SM

“Sales staff and service, and home delivery and installation are the most impactful factors on customer satisfaction for appliance retailers,” said **Christina Cooley, Director of the At-Home Practice at J.D. Power**. “If retailers can remain consistent from start to the final finish of installation, they will have the most satisfied customers and a leg up in such a competitive market.”

Study Results

Best Buy ranks highest in customer satisfaction with a score of 864, followed by **Lowe’s** (857).

The 2019 Appliance Retailer Satisfaction Study is based on responses from 2,028 customers who purchased appliances from a major appliance retailer in the last 12 months. The study was fielded in January 2019.

For more information about the Appliance Retailer Satisfaction Study, visit <https://www.jdpower.com/business/resource/us-appliance-retailer-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2019105>.

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NOTE: One chart follows.

J.D. Power 2019 Appliance Retailer Satisfaction StudySM



Source: J.D. Power 2019 Appliance Retailer Satisfaction StudySM

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