

Thursday, 30 April 2026

Volvo wins the Roy Morgan ‘Best of the Best’ Award for Customer Satisfaction

Volvo has won the Roy Morgan ‘Best of the Best’ Customer Satisfaction Award for the first time with a customer satisfaction rating of 96.5%.

The win for **Volvo** was built on victory as the Car Manufacturer of the Year with eight monthly wins ahead of Private Health Insurer of the Year **Police Health**, and Liquor Store of the Year **First Choice Liquor**.

The ‘Best of the Best’ award goes to the company that achieves the highest customer satisfaction of all 37 winners in the Annual Roy Morgan Customer Satisfaction Awards.

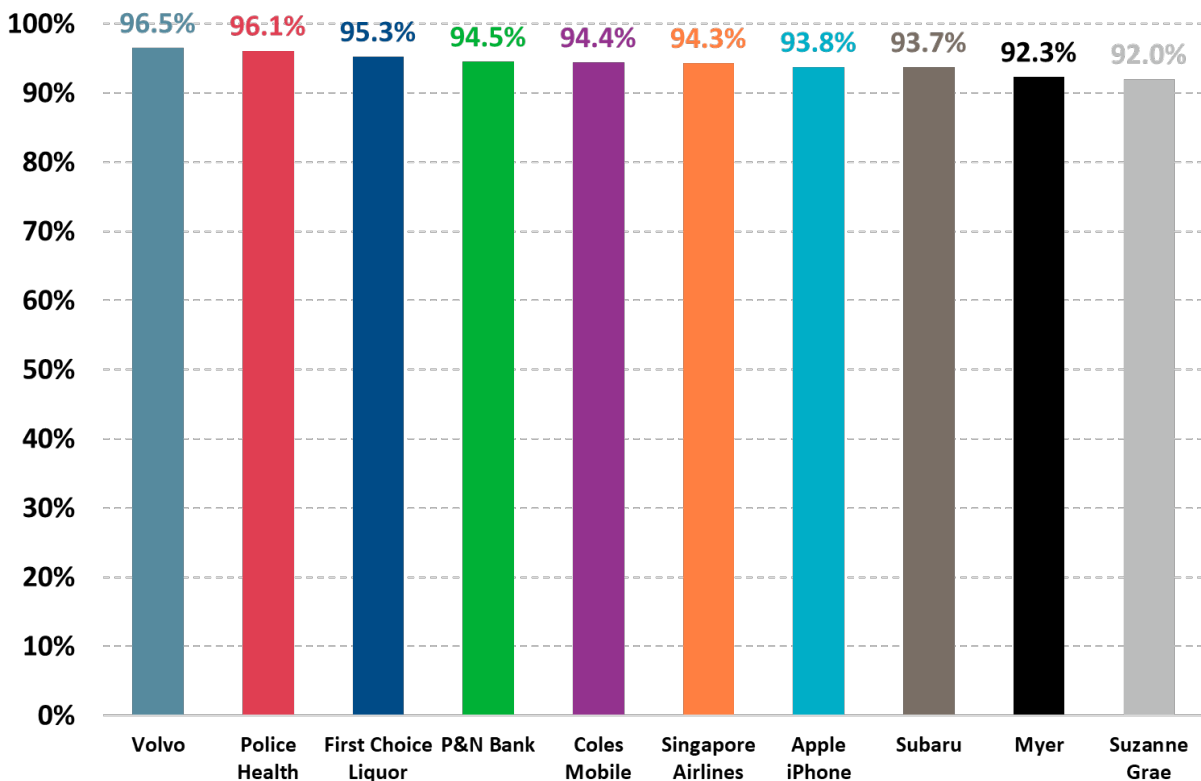
View a full list of all 37 of the Roy Morgan Customer Satisfaction Award Winners [here](#).

Volvo returned to the winner’s circle in 2025 after a 12 year absence. **Volvo** finished ahead of previous winner Lexus, and third placed GWM/Haval after last saluting as Car Manufacturer of the Year back in 2013.

Volvo’s customer satisfaction rating of 96.5% handed the car manufacturer a narrow victory over Private Health Insurer of the Year **Police Health** on 96.1%, and Liquor Store of the Year **First Choice Liquor** on 95.3%.

Other category winners to perform strongly included Bank of the Year **P&N Bank** on 94.5%, Mobile Service Provider of the Year **Coles Mobile** on 94.4%, International Airline of the Year **Singapore Airlines** on 94.3%, Mobile Handset Provider of the Year **Apple iPhone** on 93.8%, Major Car Manufacturer of the Year **Subaru** on 93.7%, Department Store of the Year **Myer** on 92.3% and Clothing Store of the Year **Suzanne Grae** on 92.0%.

Top 10 Roy Morgan Customer Satisfaction Award Winners



Source: Roy Morgan Single Source (Australia). An average of approximately 60,000 Australians per 12 month period aged 14+ interviewed in the time periods of 12 months to January 2025 through to 12 months to December 2025.

Michele Levine, Chief Executive Officer, Roy Morgan says Volvo has emerged as the winner of Roy Morgan's 'Best of the Best' Award for the first time in 2025 with an exceptional average customer satisfaction rating of 96.5% throughout the year:

"Volvo has returned to the winner's circle in style in 2025 claiming its first Car Manufacturer of the Year title since 2013, and winning its inaugural 'Best of the Best' Award for 2025 to be recognised as the brand delivering the highest customer satisfaction to Australians.

"The brilliant year for the luxury Swedish vehicle manufacturer was built on eight monthly customer satisfaction wins to easily secure the Car Manufacturer of the Year award ahead of last year's winner Lexus (three monthly wins), and third-placed GWM/Haval (one monthly win).

*"Volvo's average customer satisfaction rating of 96.5% was enough to beat Private Health Insurer of the Year **Police Health** (96.1%), Liquor Store of the Year **First Choice Liquor** (95.3%), Bank of the Year **P&N Bank** (94.5%), and Mobile Service Provider of the Year **Coles Mobile** (94.4%).*

*"Special mention goes to the three back-to-back winners to make the Top 10 'Best of the Best' Award in consecutive years – International Airline of the Year **Singapore Airlines** (fifth in 2024 and sixth in 2025), Major Car Manufacturer of the Year **Subaru** (seventh in 2024 and eighth in 2025) and Clothing Store of the Year **Suzanne Grae** (sixth in 2024 and 10th in 2025).*

*"As well as a high average customer satisfaction throughout 2025, five brands achieved near flawless years by winning at least 9 monthly customer satisfaction awards including first-time winner **Police Health** (12 monthly wins), **Singapore Airlines** (10 monthly wins), returning 12-time winner of Mobile Handset of the Year **Apple iPhone** (10 monthly wins), Department Store of the Year **Myer** (9 monthly wins), and **Suzanne Grae** (9 monthly wins).*

"The businesses and brands featured in Roy Morgan's 'Best of the Best' Customer Satisfaction Award have outperformed all rivals from within their respective industries as well as other companies across the 37 different categories of winners.

"Congratulations to all Roy Morgan Annual Customer Satisfaction Award Winners highlighted here and we look forward to seeing which companies can retain their high ratings and continue providing excellent customer satisfaction over the next year."

The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, trust and distrust, switching, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set, and Roy Morgan can also provide the key drivers of these metrics to identify the specific levers for improvement.

The data that determines who wins comes from Roy Morgan's massive Single Source survey compiled from in-depth interviews with over 60,000 consumers from all around Australia.

Need to know how you stand in customer satisfaction?

Check out our rankings and related customer satisfaction reports by industry and brands at www.customersatisfactionawards.com

For comments or more information about Roy Morgan's Customer Satisfaction data, please contact:

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Customer Satisfaction is tracked monthly for the following brands:

AAMI, Abal Banking, ActewAGL, Adelaide Bank, Adore Beauty, AGL, AGL (including Amaysim, Click Energy & PowerDirect), ahm (Australian Health Management), AIA Australia, AIA Australia (incl Comminsure), Air Canada, Air New Zealand, AirAsia X, Alcatel, Aldi, Aldi Liquor, ALDI Mobile, Alfa Romeo, Alibaba, AliExpress, Alinta Energy, Allianz, Amaysim, Amazon, Amcal, American Airlines, AMP, ANSVAR, ANZ, ANZ Plus, ANZ Smart Choice Super, Apia, Apple iPhone, ASOS, Aston Martin, Audi, Aurora Energy, Aussie Broadband, Australian Ethical Investment, Australian Military Bank (incl. Australian Defence), Australian Retirement Trust (incl. QSuper & Sunsuper), Australian Seniors Insurance Agency, Australian Unity (incl. Big Sky), AustralianSuper (incl. Club Plus & LUCRF), Auswide Bank (incl. Wide Bay Capricorn B.S., Your Credit Union (YCU), Queensland Professional), Autobarn, Autopro, Aware (incl. First State, Stateplus & VicSuper), Bank Australia (incl. Bankmecu), Bank First (incl. Victoria Teachers Mutual Bank), Bank of Melbourne, Bank of Queensland - BOQ, Bank of us (incl. B&E), Bank Orange, BankSA, BankVic (incl. Police Association Credit (VIC)), BankWest, BCU Bank, Belong, Bendigo Bank, Bentley, Best&Less, Betta Home Living / Betta Electrical, Betts, Betts Kids, Betty's Burger, Beyond Bank Australia, Big W, Bingle, BlackBerry, BMW, Boost, Bottlemart, Bras N Things, Brighter Super, British Airways, Budget Direct, Bunnings, BUPA, BWS - Beer Wine Spirits, BYD, Cadillac, CareSuper, Cathay Pacific, CBHS, Cbus (incl. Media Super), Cellarbrations, CGU, Cheap as Chips, Chemist Warehouse, Chery, Chevrolet, Chicken Treat, China Southern Airlines, Chrysler, CIL Insurance, Citroën, Clearview (including Bupa Life Insurance), Club Marine, Coffee Club, Coles, Coles Mobile, Colonial First State, Commonwealth Bank, Community First, Costco, Cotton On, CovaU Energy, Credit Union SA, Crust Pizza, Cupra, Daewoo, Daihatsu, Dan Murphy's, David Jones, DealsDirect, Deepal, Defence Bank (incl. Defence Force Credit), Defence Health, Defence Service Homes Insurance (DVA), Delta Airlines, Dimmeys, Discount Drug Stores, Dodge, Dodo, Domino's Pizza, Donut King, Duncan's, eBay, Elders, Elgas, Emirates, EnergyAustralia, Engie, Equip (incl. Catholic Super), Ergon Energy, Etihad Airways, Everyday Insurance from Woolworths, Everyday Mobile from Woolworths, Exetel, Fantastic Furniture, Fasta Pasta, Felix Mobile, Ferrari, Fiat, Fiji Airways, First Choice Liquor, Fishpond, Foodland, Foot Locker, Ford, Foton, Foxtel, Frank Insurance, Freedom, Future Super, G&C Mutual Bank (incl. SGE (State Government Employees)), Garuda Indonesia, Geely, Genesis, GIO, Globird Energy, Gloria Jean's, GMC, GMCU - Goulburn Murray Credit Union, GMHBA, Google phone, Great Southern Bank (includes CUA), Greater Bank, Grill'd, Guardian, Guzman Y Gomez, GWM, H&M, Harris Scarfe, Harvey Norman, Haval, Hawaiian Airlines, HBF (Hospital Benefits Fund), HCF, Health Partners, Henry Bucks, Heritage Bank, HESTA, HIF (Health Insurance Fund), Hog's Breath Café, Hollard Insurance Partners, Home Timber and Hardware, Honda, Honey Insurance, Horizon Bank, Horizon Power, HOSTPLUS (incl. Intrust & Statewide), HSBC, HTC, Huawei, HUB24, Hudsons, Hume Bank (incl. Hume Building Society), Hummer, Hungry Jack's, Hyundai, IGA, IGA Liquor, IINET, Ikea, Illawarra Credit Union, IMB Bank, Infiniti, ING, Insuranceline, IOOF, iPrimus, Isuzu Ute, JAC, Jack's Café, Jacqui E, Jaecoo, Jaguar, Jay Jays, JB Hi-Fi, Jeep, Jensen, Jetstar, Just Jeans, Just Wines, KFC, KGM SsangYong, Kia, Kleenheat, Kmart, Kogan, Kogan Energy, Kogan.com, LA Porchetta, Laithwaite's, Lamborghini, Land Rover, Latrobe Health Services, LDV, Leapmotor, Lebara Mobile, Lexus, Liquor Barons, Liquor Legends, Liquorland, Lotus, Lowes, Lumo Energy, Lyncamobile, Macquarie, Mad Mex, Mahindra, Malaysia Airlines, Maserati, Mate, Mathers, Mazda, McCafé, McDonald's, ME Bank, Medibank Private, Mercedes-Benz, Mercer (incl. BT Super, Asgard Super), MG, Mini, Mitre 10, Mitsubishi, MLC, Momentum Energy, Moose Mobile, More Telecom, Morgan, Motorola, Muffin Break, My Chemist, Myer, MyState Bank, NAB, Naked Wines, Nando's, National Australia Bank (NAB), Navy Health, Newcastle Permanent B.S., NIB, Nissan, Noble Oak, Nokia, Noodle Box, Northern Inland (NSW), Novo Shoes, NRMA, Omoda, OnePath, Opel, Oporto, Oppo, Optus, Origin Energy, P&N Bank (incl. Police & Nurses (WA)), Peoplecare, People's Choice Credit Union, Peugeot, Pharmacy 4 Less, Pizza Capers, Pizza Hut, Platypus Shoes, Plum, Polestar, Police Credit Union (SA & NT), Police Health, Porsche, Portmans, Powershop, PowerWater Corporation, Priceline Pharmacy, Proton, Qantas, Qantas Assure, Qantas Wine Club, Qantaslink, Qatar Airways, QBank (incl. Queensland Police), QBE, QLD Country Health, Qudos Bank (incl. Qantas Money), Queensland Country Bank, R&T Health Fund (Rail & Transport), RAA, Rabobank, RAC, RACQ, RACQ Bank (incl. QTMB), RACT, RACV, RAM, Real Insurance, Rebel, Red Energy, Red Rooster, Regional Australia Bank (incl. Community Mutual), Renault, Repco, Resolution Life, REST Super, Retravision, REX (Regional Express), Rockmans, Rolls-Royce, Rover, Saab, Samsung, Schnitz, Scoot, SEAT, Secret Bottle, Shannons, SHEIN, Singapore Airlines, Sip'n Save, Skechers, Skoda, Smart, Sony Ericsson, Soul Origin, Soul Pattinson, Southern Cross, Southern Phone, Spendless Shoes, Spirit Super (incl. Tasplan, MTAA Super), Sports Power, Sportsco, Sportsgirl, St George, St Lukes, Starbucks Coffee, Subaru, Subway, Summerland Bank, Sumo, Sumo Power, Suncorp, Suncorp Insurance, Super Amart / Amart Furniture, Supercheap Auto, Superloop, Sussan, Suzanne Grae, Suzuki, Swann Insurance, Synergy, TAL (incl. St George, Westpac, Asteron), Tangerine, Tango Energy, Target, Tas Gas, Tata, Teachers Health, Teachers Mutual Bank, Telstra, Temple & Webster, Temu, Terry White Chemmart, Thai Airways, The Athlete's Foot, The Bottle-O, The Capricornian, The Good Guys, The Iconic, The Reject Shop, Thirsty Camel, Tigerair, TPG, True Value Hardware, TUH (Teachers Union Health), UBank, UniSuper (incl. Australian Catholic), United, Up, Vanguard, Vero, Vintage Cellars, Virgin Atlantic, Virgin Australia, Virgin Money, Vodafone, Westfund, Westpac, WFI, Williams Shoes, Wine Direct, Wine Selectors, Woolworths, Youi, Zambro, Zara, Zurich.



About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
60,000	±0.4	±0.4	±0.2	±0.2