

Consumer Buzz

7/31/2017

Happier Home Improvement Shoppers

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Customer satisfaction with home improvement retailers is rising, according to the J.D. Power 2017 Home Improvement Retailer Satisfaction Study. On a scale of 1,000, customer satisfaction reached 816, an increase from last year's 795. The top-rated retailers, in order of highest satisfaction, include Ace Hardware, Menards and Lowe's. The top three key performance indicators that impact customer satisfaction most are:

- Number of times received sale/promotional flyers/brochures (received more than once in the past 12 months)
- Quality of merchandise (above expected)
- Length of time waited for greeting (waited less than five minutes) **GP**