

SA's family restaurant survey results released

The highest ranked full service family restaurant, according to a survey conducted by the South African Customer Satisfaction Index (SAcsi), is Wimpy SA.



SAcsi surveyed 1788 customers from a number of restaurants around the country such as Mugg & Bean, Ocean Basket, Spur and Wimpy to name a few. Wimpy was ranked the highest overall, with a high reliability score of 83, 6 out of 100.

"We are honoured and proud to be part of this prestigious list. Customer service is one of our core values", says Karabo Morudu brand manager at Wimpy SA. "This is why we are so happy to be ranked the highest in terms of price and quality of service. This means that our customers are happy with the quality of service they are receiving and are also happy with the price that they are paying for the service we are giving them".

The South African Customer Satisfaction Index (SAcsi) is an independent economic indicator based on the modelling of customer evaluations on the quality of goods and services purchased in South Africa and produced by both domestic and foreign firms with substantial market shares. The Index was developed to provide information on satisfaction with the quality of products and services available to consumers.

A key telling factor in the survey recently published on All 4 Women was the SAcsi measurement of customer satisfaction in complaints made by customers about each restaurant. The data collected was done randomly via telephone and email by surveying customers of different companies and users of government services.

Customers were asked questions about their purchases and the use of the products and services bought within the specified time periods. Respondents were asked from which company or which brand they purchased from. Responses to the SAcsi survey questions were coded as customer interviews for that particular company. The SAcsi score for each company is based on a sample of 270 customer interviews, with more than 70,000 interviews conducted annually.

"The family restaurant industry has scored well overall in terms of complaints handling but I would advise brands to take a closer look at improving quality and service delivery, "says Professor André Schreuder from the SAcSi.

"We were not aware of the survey being conducted and this index will assist us to improve where our scores were low", concluded Morudu.

To view the research index article, [click here](#).

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