With Websites More Important than Ever, Appliance Retailers Seize Opportunity, J.D. Power Finds

Best Buy Ranks Highest for Fourth Consecutive Year

TROY, Mich.: 8 July 2020 — Satisfaction with appliance retailer websites is at an all-time high, according to the J.D. Power 2020 U.S. Appliance Retailer Satisfaction Study,SM released today. The record website satisfaction is due to appearance and ease of navigation, a timely achievement given the COVID-19 pandemic.

“Appliance shoppers often start their research online,” said Christina Cooley, director of the @home practice at J.D. Power. “Shoppers who visit an appliance retailer’s website are more satisfied, more loyal and are better advocates for the retailer. Once in store, timely assistance and thorough explanation of product features help the retailer make the sale. Additionally, delivery and installation are last-chance opportunities to increase customer satisfaction. Retailers should take advantage of this crucial touchpoint to ensure questions and concerns are addressed.”

Study Rankings

Best Buy ranks highest for a fourth consecutive year, with a score of 873, followed by Lowe’s with a score of 858.

The 2020 U.S. Appliance Retailer Satisfaction Study is based on responses from 1,926 customers who purchased appliances from a major appliance retailer in the past 12 months. The study was fielded in January 2020.


See the online press release at http://www.jdpower.com/pr-id/2020078.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, Asia Pacific and Europe.

Media Relations Contacts
Geno Effler; Costa Mesa, Calif.; 714-621-6224; media.relations@jdpa.com
John Roderick; St. James, N.Y.; 631-584-2200; john@jroderick.com


# # #

NOTE: One chart follows.
J.D. Power
2020 U.S. Appliance Retailer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

- Best Buy: 873
- Lowe’s: 858
- Industry Average: 858
- The Home Depot: 855
- Sears: 843

Source: J.D. Power 2020 U.S. Appliance Retailer Satisfaction StudySM

Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.