Pivot to Digital Consultations Helps Window and Patio Door Industry Ride Home Improvement Wave, J.D. Power Finds

Renewal by Andersen Ranks Highest in Manufacturer Segment and Ranks Highest in a Tie with The Home Depot in Retail Segment

TROY, Mich.: 5 Aug. 2021 — Despite the economic and logistical challenges introduced by the COVID-19 pandemic, consumer spending on home improvements and repairs grew more than 3% to nearly $420 billion in 2020.¹ One surprising beneficiary of this trend is the window and patio door industry, which is heavily reliant on in-home consultations. According to the J.D. Power 2021 U.S. Windows and Patio Doors Satisfaction StudySM released today, the industry’s efforts to adjust its business model to accommodate virtual consultation and offer discounts and incentives has helped drive higher customer satisfaction.

“Unlike other areas of the home improvement marketplace, window and patio door sales are often driven by an in-home consultation with experts who can talk consumers through not only their window options but also provide specific recommendations based on the home layout and design,” said Christina Cooley, director of home intelligence at J.D. Power. “Consistently, we find that manufacturers and retailers that make it easy to comparison shop and provide expert guidance are those that perform best in the study. This past year, they had to adapt, and many did so successfully. A majority—54%—of customers had some form of expert consultation and 11% of those consults were conducted virtually.”

Study Rankings

Renewal by Andersen ranks highest in the manufacturer segment with a score of 886 (on a 1,000-point scale), followed by American Craftsman (878) and Milgard (874).

Renewal by Andersen also ranks highest in the retail segment in a tie with The Home Depot, each with a score of 876. Window World ranks third with a score of 874.

The 2021 U.S. Windows and Patio Doors Satisfaction Study is based on responses from 3,124 customers who purchased windows or patio doors within the previous 12 months. The study was fielded from January through May 2021.


To view the online press release, please visit http://www.jdpower.com/pr-id/2021091.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

¹ Joint Center for Housing Studies of Harvard University, “Improving America’s Housing 2021” https://www.jchs.harvard.edu/blog/despite-devastating-effects-broader-economy-pandemic-has-been-boon-us-home-improvement

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# # #
NOTE: Two charts follow.
# J.D. Power 2021 U.S. Windows and Patio Doors Satisfaction Study℠

## Overall Customer Satisfaction Index Ranking

*(Based on a 1,000-point scale)*

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Index Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renewal by Andersen</td>
<td>886</td>
</tr>
<tr>
<td>American Craftsman</td>
<td>878</td>
</tr>
<tr>
<td>Milgard</td>
<td>874</td>
</tr>
<tr>
<td>Marvin</td>
<td>865</td>
</tr>
<tr>
<td>Industry Average</td>
<td>863</td>
</tr>
<tr>
<td>Andersen</td>
<td>861</td>
</tr>
<tr>
<td>Pella</td>
<td>861</td>
</tr>
<tr>
<td>Crestline (Weather Shield)</td>
<td>845</td>
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<tr>
<td>JELD-WEN</td>
<td>837</td>
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<tr>
<td>Champion</td>
<td>835</td>
</tr>
<tr>
<td>Harvey</td>
<td>828</td>
</tr>
</tbody>
</table>

*Source: J.D. Power 2021 U.S. Windows and Patio Doors Satisfaction Study℠*

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2021 U.S. Windows and Patio Doors Satisfaction Study SM

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

Retailer

- Renewal by Andersen: 876
- The Home Depot: 876
- Window World: 874
- Industry Average: 860
- Lowe's: 826

Source: J.D. Power 2021 U.S. Windows and Patio Doors Satisfaction Study SM

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