



American Customer Satisfaction Index

# AMERICAN CUSTOMER SATISFACTION INDEX

## Household Appliance and Electronics Study 2020-2021

September 21, 2021

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) provide customer satisfaction benchmarks for three manufacturing/durable goods industries: personal computers, major household appliances, and televisions and media players. The study also includes benchmarks for the computer software industry. In addition, the ACSI captures consumer opinions about critical elements of the customer experience, tailored specifically to individual industries.

The **ACSI Household Appliance and Electronics Study 2020-2021** is based on interviews with 7,960 customers, chosen at random and contacted via email between July 7, 2020, and June 26, 2021. Customers are asked to evaluate their experiences with recently purchased products of the largest manufacturers in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies in these industries.

### Personal Computers

#### PERSONAL COMPUTERS Customer Satisfaction by Device

|                | 2020                             |            | 2021                             |            |
|----------------|----------------------------------|------------|----------------------------------|------------|
|                | Percentage of Survey Respondents | ACSI Score | Percentage of Survey Respondents | ACSI Score |
| <b>Desktop</b> | 20%                              | 80         | 24%                              | 78         |
| <b>Laptop</b>  | 64%                              | 77         | 62%                              | 78         |
| <b>Tablet</b>  | 16%                              | 78         | 14%                              | 76         |

0-100 Scale

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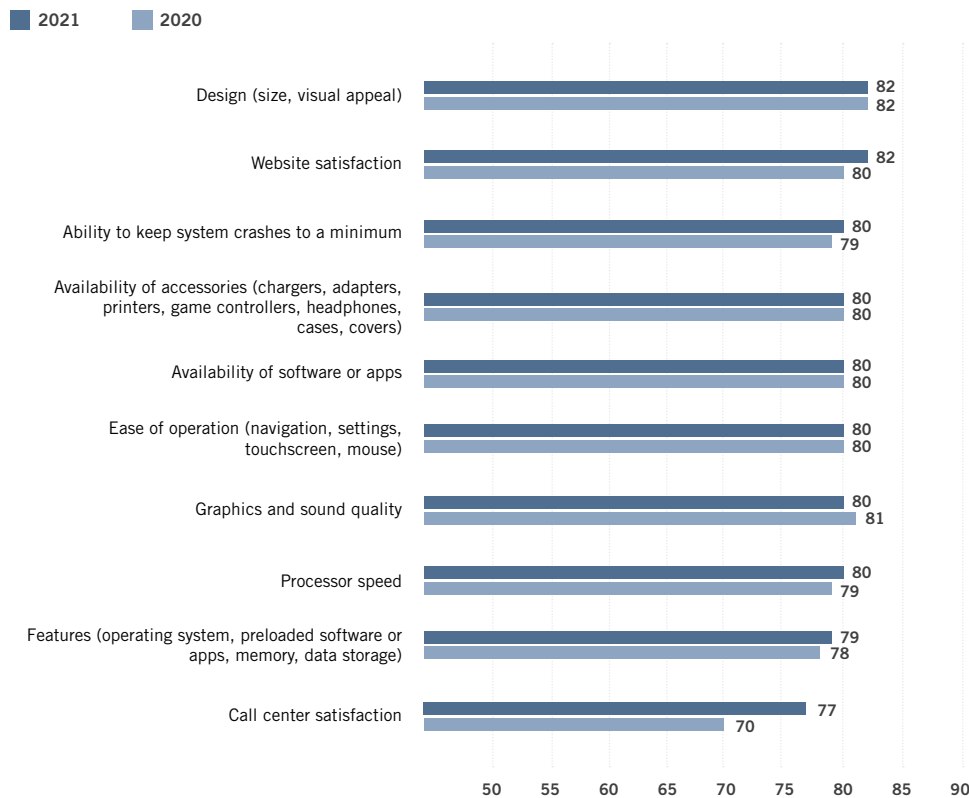
### AMERICAN CUSTOMER SATISFACTION INDEX: PERSONAL COMPUTERS

| COMPANY                   | 2020      | 2021      | % CHANGE    |
|---------------------------|-----------|-----------|-------------|
| <b>Personal Computers</b> | <b>78</b> | <b>79</b> | <b>1.3%</b> |
| Apple                     | 82        | 82        | 0%          |
| HP                        | 77        | 80        | 4%          |
| Acer                      | 78        | 79        | 1%          |
| Samsung                   | 81        | 79        | -2%         |
| Dell                      | 77        | 78        | 1%          |
| Lenovo                    | 76        | 78        | 3%          |
| ASUS                      | 77        | 77        | 0%          |
| All Others                | 76        | 74        | -3%         |
| Amazon                    | 78        | 74        | -5%         |

0-100 Scale

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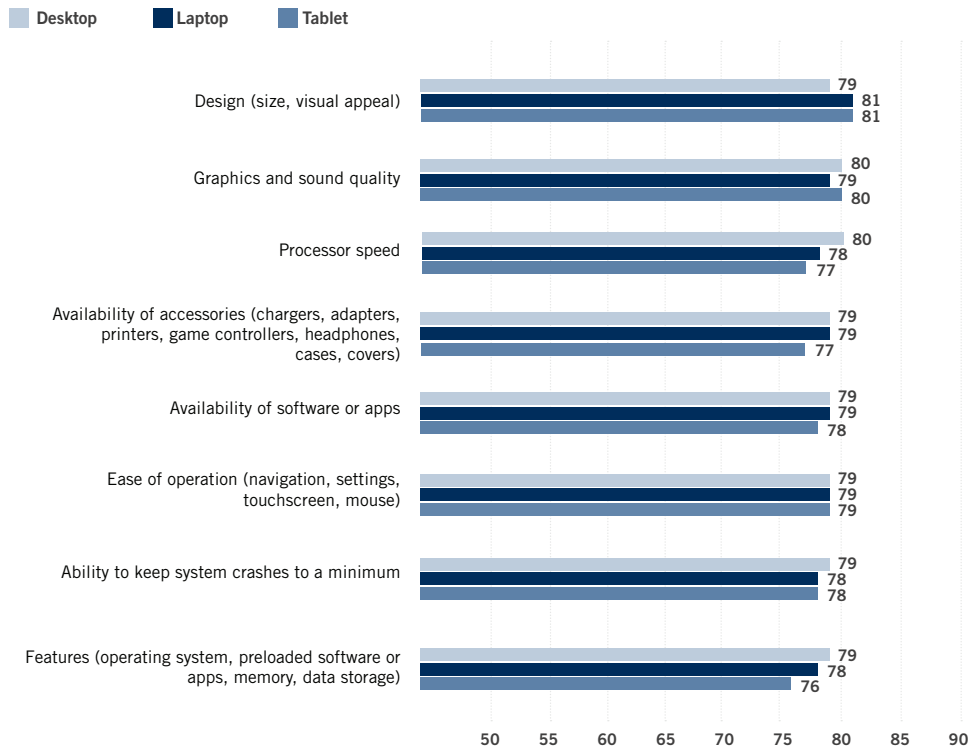
### PERSONAL COMPUTERS Customer Experience Benchmarks Year-Over-Year Industry Trends



0-100 Scale

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### PERSONAL COMPUTERS 2021 Customer Experience Benchmarks by Device



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## Computer Software

### AMERICAN CUSTOMER SATISFACTION INDEX: COMPUTER SOFTWARE

| COMPANY                  | 2020      | 2021      | % CHANGE    |
|--------------------------|-----------|-----------|-------------|
| <b>Computer Software</b> | <b>76</b> | <b>77</b> | <b>1.3%</b> |
| All Others               | 76        | 77        | 1%          |
| Microsoft                | 77        | 76        | -1%         |

0-100 Scale

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## Household Appliances

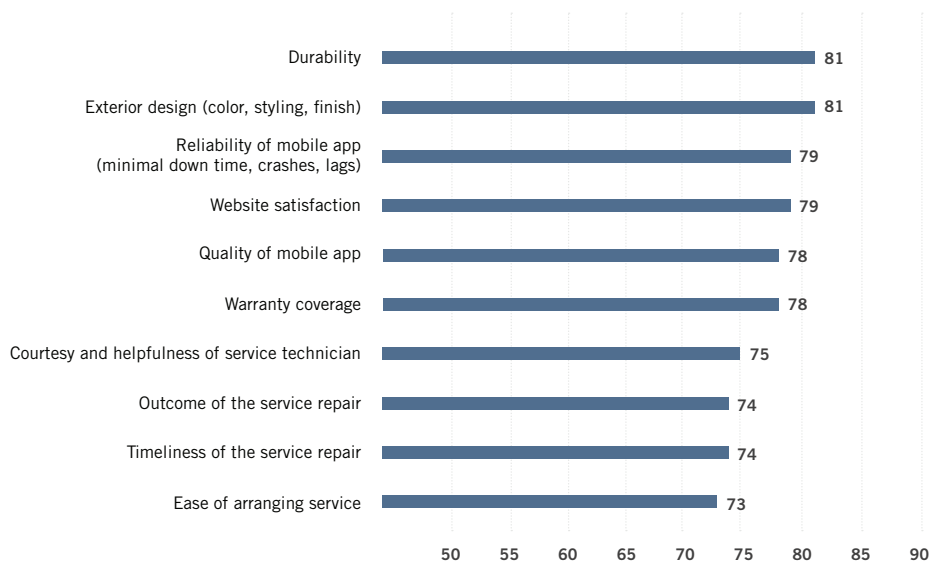
### AMERICAN CUSTOMER SATISFACTION INDEX: HOUSEHOLD APPLIANCES

| COMPANY                     | 2020      | 2021      | % CHANGE     |
|-----------------------------|-----------|-----------|--------------|
| <b>Household Appliances</b> | <b>79</b> | <b>78</b> | <b>-1.3%</b> |
| Samsung                     | 78        | 80        | 3%           |
| All Others                  | 79        | 79        | 0%           |
| LG                          | 80        | 79        | -1%          |
| Electrolux                  | 79        | 78        | -1%          |
| GE Appliances (Haier)       | 80        | 78        | -3%          |
| Whirlpool                   | 79        | 77        | -3%          |
| Bosch                       | 79        | 74        | -6%          |

0-100 Scale

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### HOUSEHOLD APPLIANCES 2021 Customer Experience Benchmarks



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## Televisions and Media Players

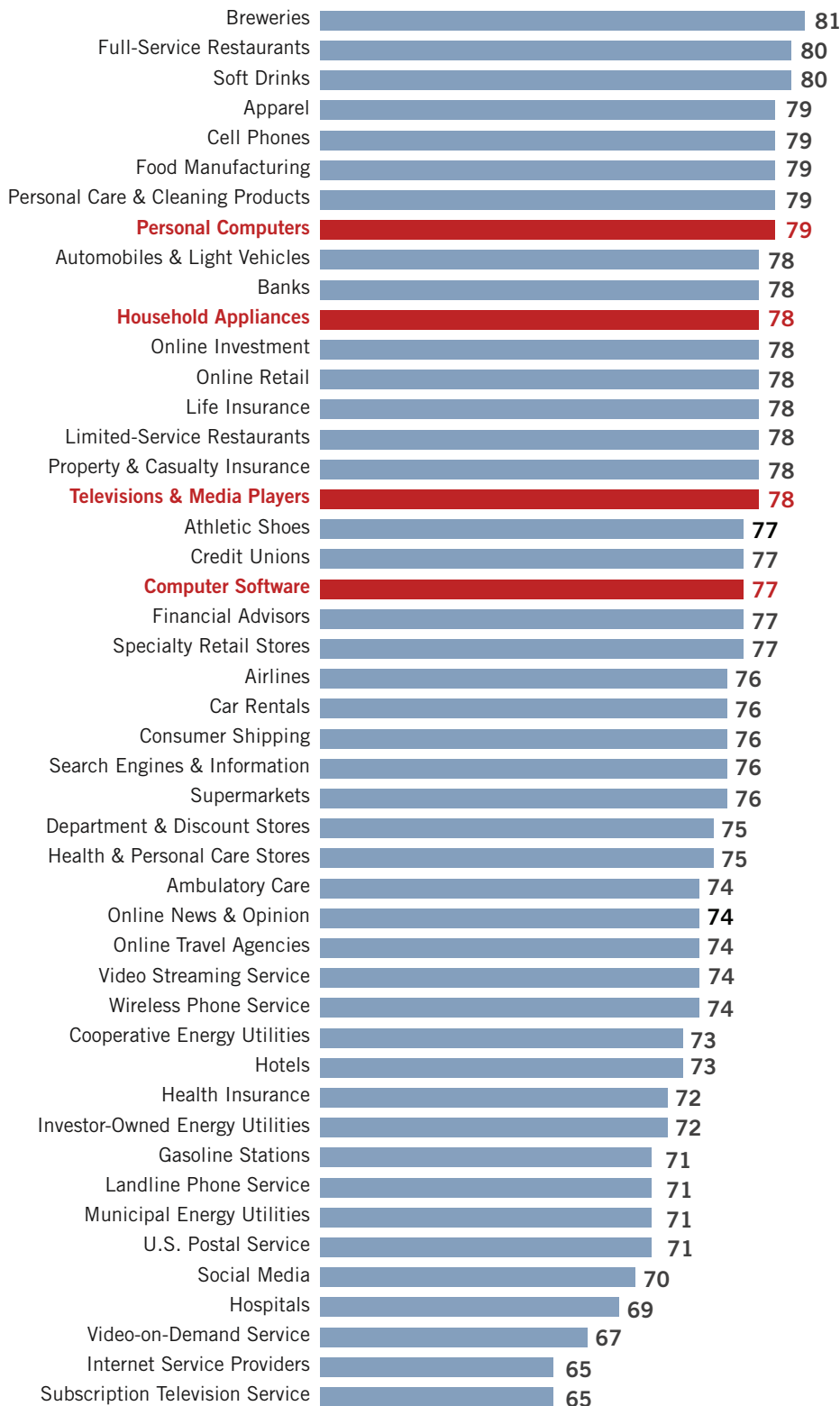
### AMERICAN CUSTOMER SATISFACTION INDEX: TELEVISIONS & MEDIA PLAYERS

|                             | 2020 | 2021 | % CHANGE |
|-----------------------------|------|------|----------|
| Televisions & Media Players | 80   | 78   | -2.5%    |

0-100 Scale

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## CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

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