American Customer Satisfaction Index

AMERICAN CUSTOMER SATISFACTION INDEX

ACSI Household Appliance and Electronics Study 2021-2022

September 20, 2022

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. 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 2021-2022*** is based on interviews with 9,271 customers, chosen at random and contacted via email between July 2021 and June 2022 with the exception of televisions (collected April-July 2022). 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

AMERICAN CUSTOMER SATISFACTION INDEX: PERSONAL COMPUTERS

COMPANY	2021	2022	% CHANGE
Personal Computers	**79**	**79**	**0%**
Apple	82	82	0%
Samsung	79	81	3%
Acer	79	79	0%
Amazon	74	79	7%
Asus	77	79	3%
Dell	78	79	1%
Lenovo	78	79	1%
HP	80	78	-3%
All Others	74	77	4%

0-100 Scale

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PERSONAL COMPUTERS

Customer Satisfaction by Device Type

	2021		2022	
	Percentage of Survey Respondents	ACSI Score	Percentage of Survey Respondents	ACSI Score
Desktop	24%	78	20%	80
Laptop	62%	78	64%	79
Tablet	14%	76	16%	79

0-100 Scale

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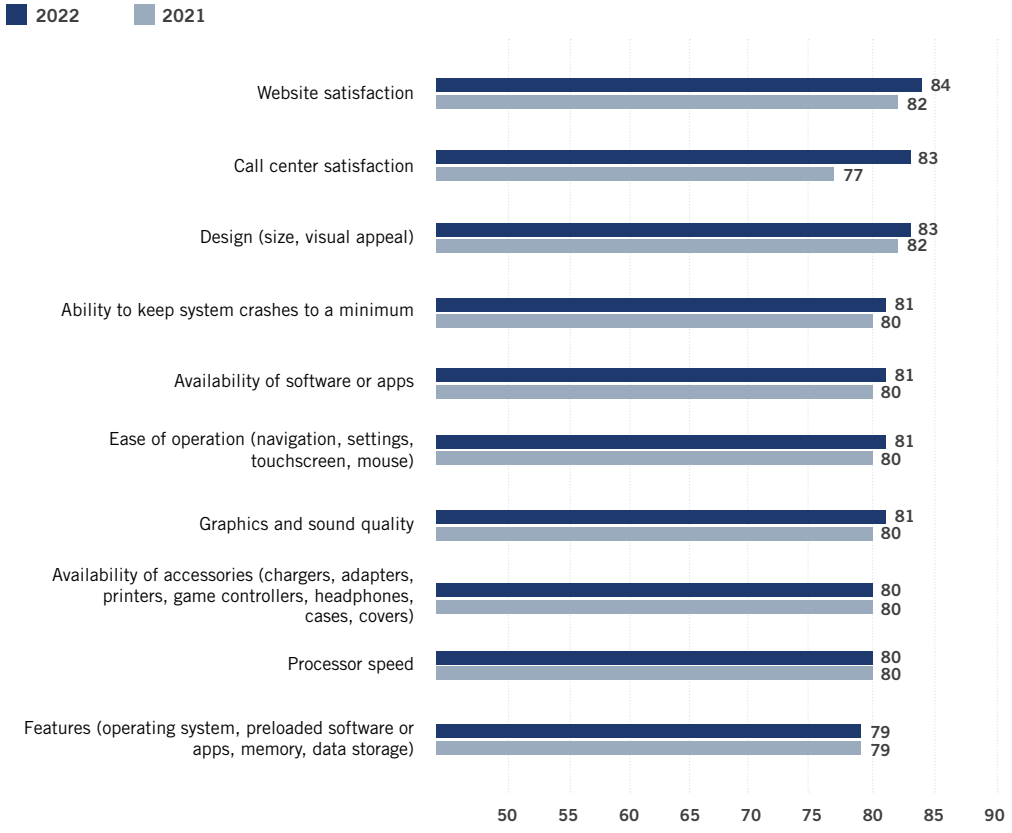
PERSONAL COMPUTERS

Customer Experience Benchmarks
Year-Over-Year Industry Trends



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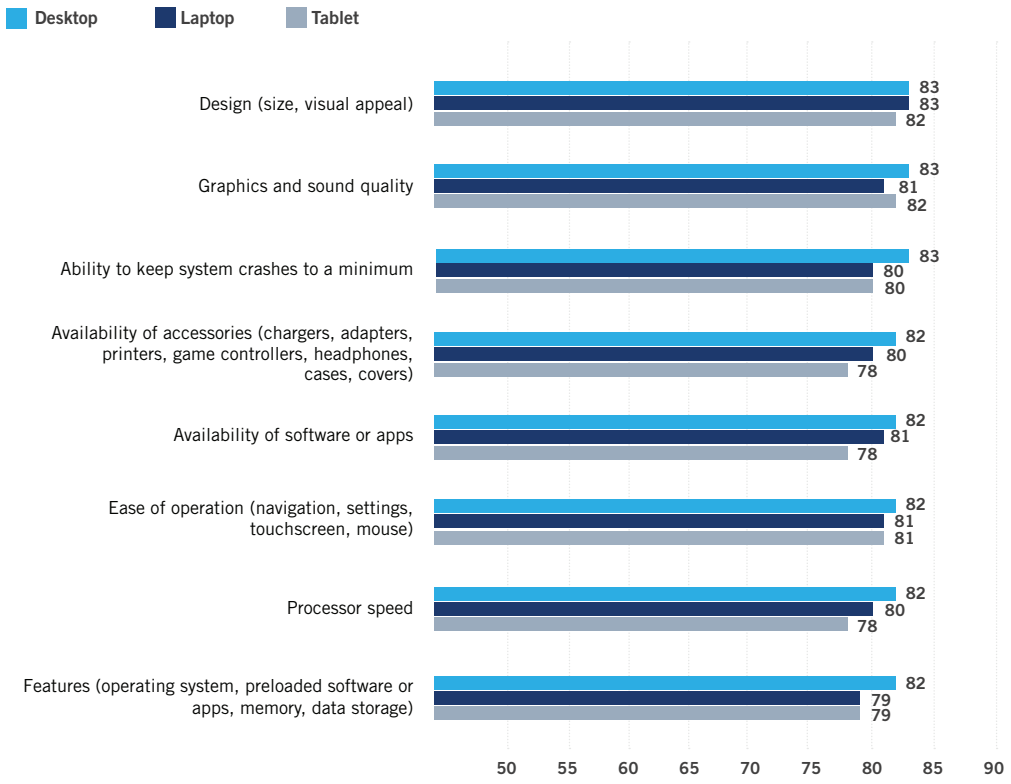
PERSONAL COMPUTERS

2022 Customer Experience Benchmarks by Device Type



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Computer Software

AMERICAN CUSTOMER SATISFACTION INDEX: COMPUTER SOFTWARE

COMPANY	2021	2022	% CHANGE
Computer Software	**77**	**78**	**1%**
All Others	77	79	3%
Microsoft	76	73	-4%

0-100 Scale

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Household Appliances

AMERICAN CUSTOMER SATISFACTION INDEX: HOUSEHOLD APPLIANCES

COMPANY	2021	2022	% CHANGE
Household Appliances	**78**	**79**	**1%**
LG	79	81	3%
All Others	79	79	0%
Electrolux	78	79	1%
Haier*	78	79	1%
Samsung	80	79	-1%
Whirlpool	77	79	3%
Bosch	74	75	1%

*Includes GE, Haier, and Hotpoint brands.
0-100 Scale

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HOUSEHOLD APPLIANCES

Customer Satisfaction by Appliance Type
Best in Class 2022

APPLIANCE TYPE	COMPANY	2022
Dryer	LG	84
Microwave	Whirlpool	82
Oven	LG	82
Washer	Haier*	81
	Samsung	81
Refrigerator	LG	80
Dishwasher	LG	79

*Includes GE, Haier, and Hotpoint brands.
0-100 Scale

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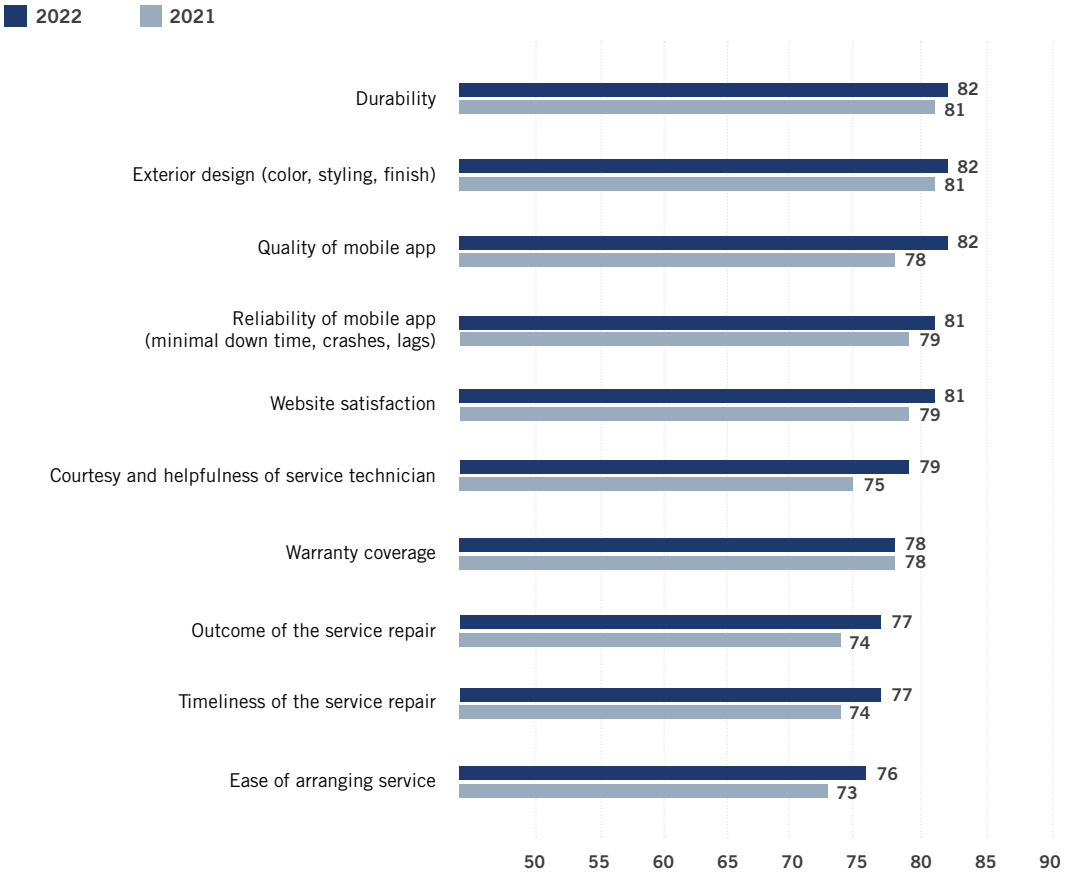
HOUSEHOLD APPLIANCES

Customer Experience Benchmarks
Year-Over-Year Industry Trends



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Televisions

AMERICAN CUSTOMER SATISFACTION INDEX: TELEVISIONS

COMPANY	2022*
Televisions	**80**
Samsung	83
LG	80
TCL	80
All Others	79
Hisense	79
Sony	79
Vizio	77

*Results based on data collected April-July 2022.
0-100 Scale

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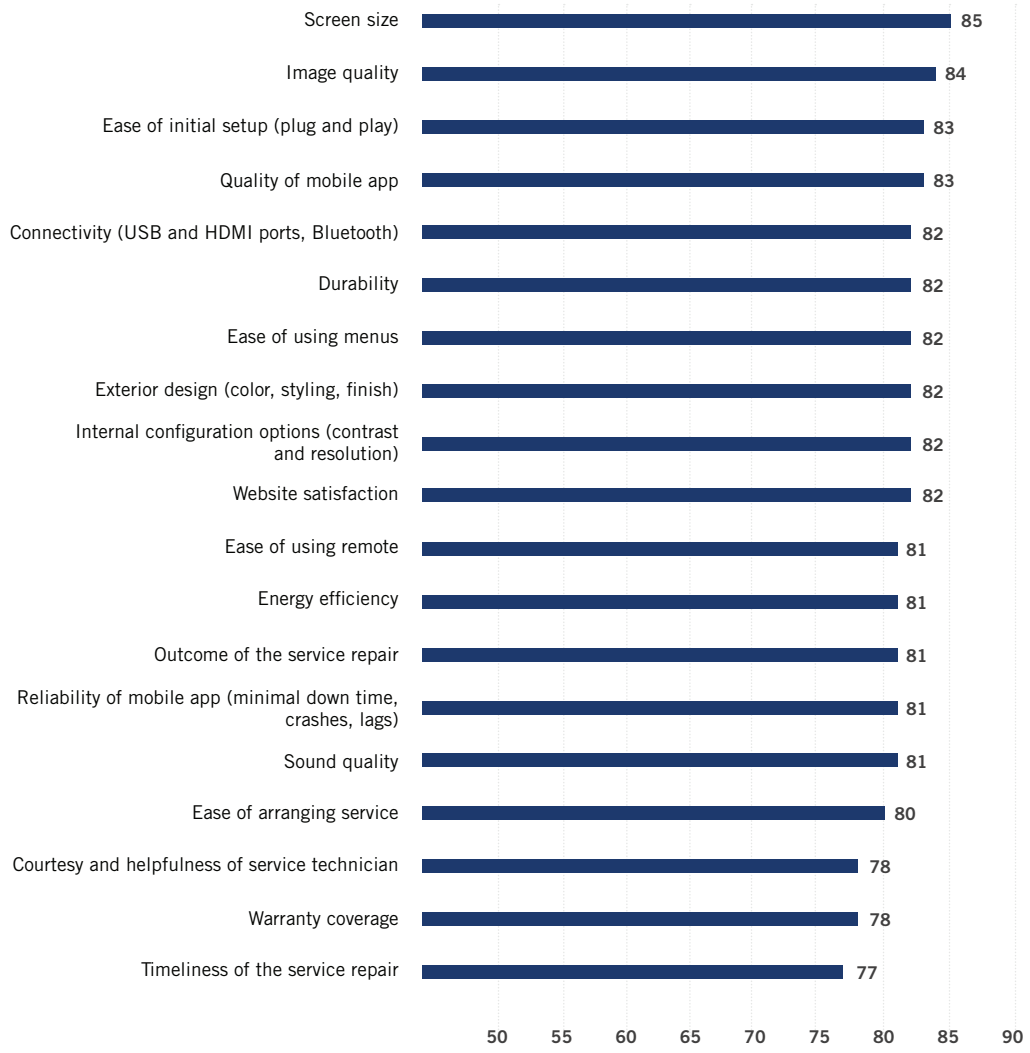
TELEVISIONS

2022 Customer Experience Benchmarks*



*Results based on data collected April-July 2022.

0-100 Scale

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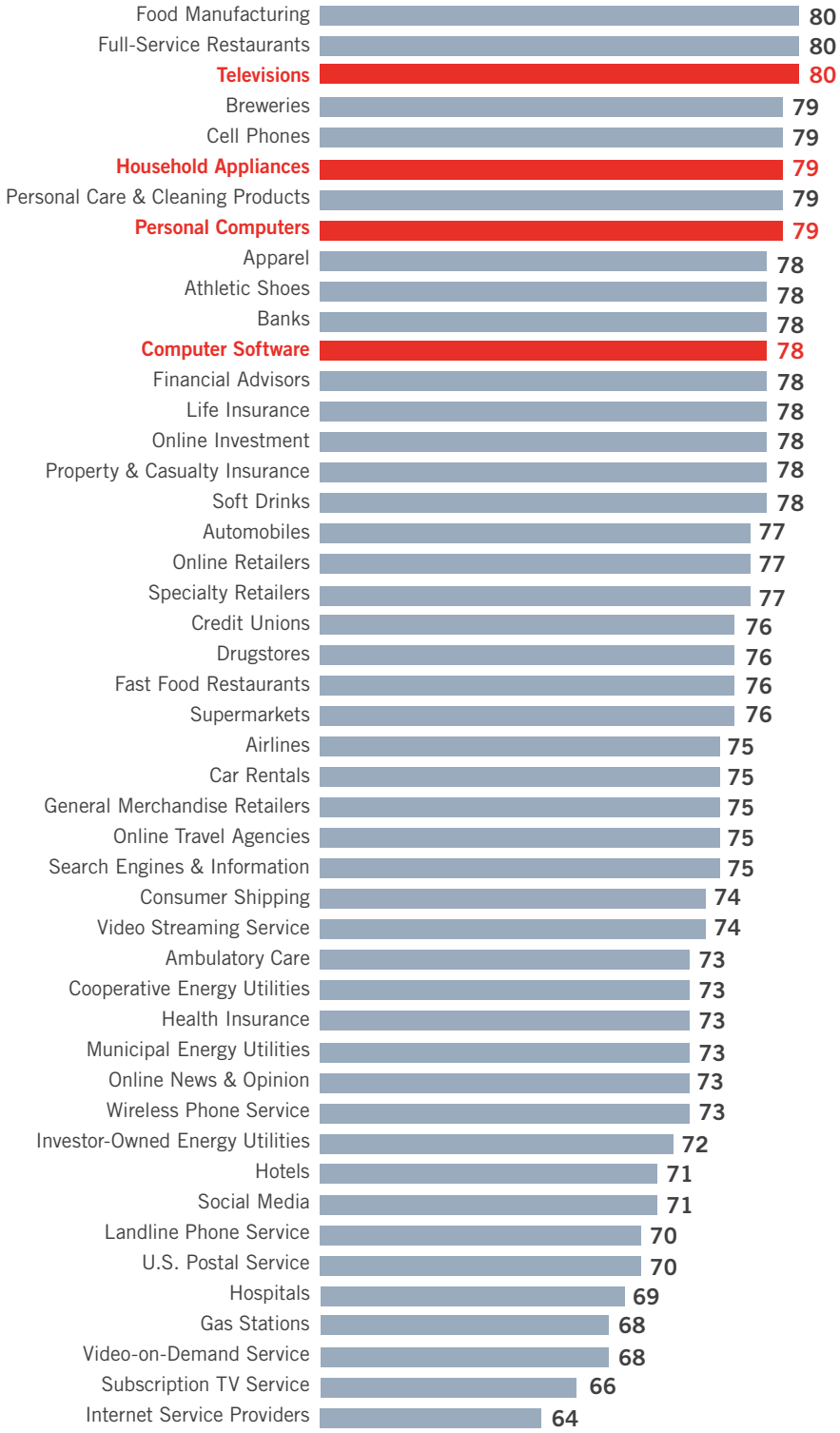
CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



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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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