



AMERICAN CUSTOMER SATISFACTION INDEX

ACSI® Household Appliance and Electronics Study 2022-2023

September 19, 2023

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. 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 2022-2023*** is based on interviews with 14,069 customers, chosen at random and contacted via email between July 2022 and June 2023. 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.

Key Takeaways

Personal Computers

- Apple continues to lead across much of the PC user experience but gets caught in a tie with Samsung for the top ACSI score (83).
- Personal computer customer satisfaction among major companies has widened to a 5-point margin between high and low scores in 2023.
- Satisfaction is highest among users of desktop computers (84), followed by laptops (80) and tablets (76).

Household Appliances

- Household appliances enjoy nearly industrywide customer satisfaction gains as Haier and Whirlpool move up 4% to share the top ranking with LG (up 1%).
- Newer models with enhanced technology help the appliance industry improve its customer rating for energy and water efficiency by 9% compared to a year ago.
- With two years of ACSI gains under its belt, appliance maker Whirlpool earns top accolades for durability and product quality.

Televisions

- LG climbs to the top as the number-one television brand for customer satisfaction in 2023.
- Across the TV industry, the ACSI gap has narrowed to just 3 points but higher-end, more established companies still garner the most loyalty.
- As with satisfaction, the quality gap among TV manufacturers tightens this year, with brands like Hisense and TCL striking a good balance between quality and affordability

Personal Computers

AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): PERSONAL COMPUTERS

COMPANY	2022	2023	% CHANGE
Personal Computers	79	80	1%
Apple	82	83	1%
Samsung	81	83	2%
Dell	79	81	3%
HP	78	81	4%
Acer	79	78	-1%
All Others	77	78	1%
Amazon	79	78	-1%
Asus	79	78	-1%
Lenovo	79	78	-1%

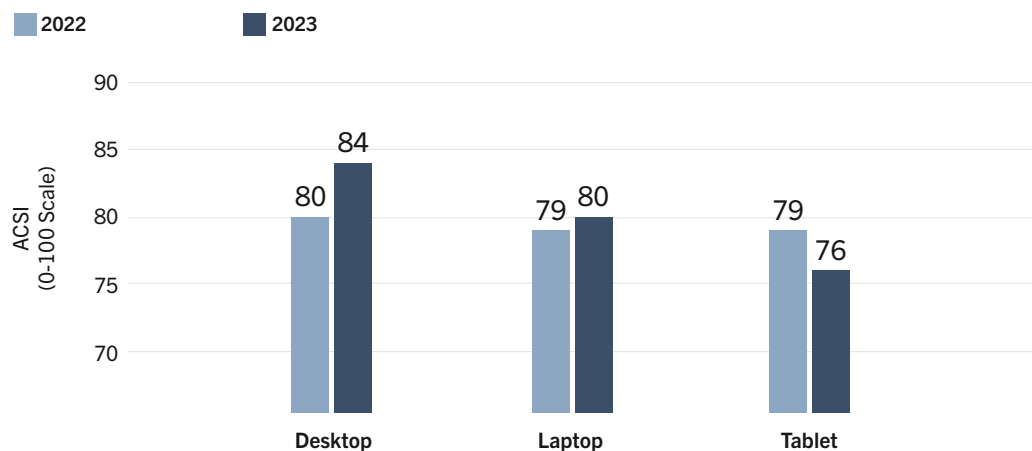
0-100 Scale

Source: ACSI Household Appliance and Electronics Study 2022-2023.

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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): PERSONAL COMPUTERS Customer Satisfaction by Device Type



Source: ACSI Household Appliance and Electronics Study 2022-2023.

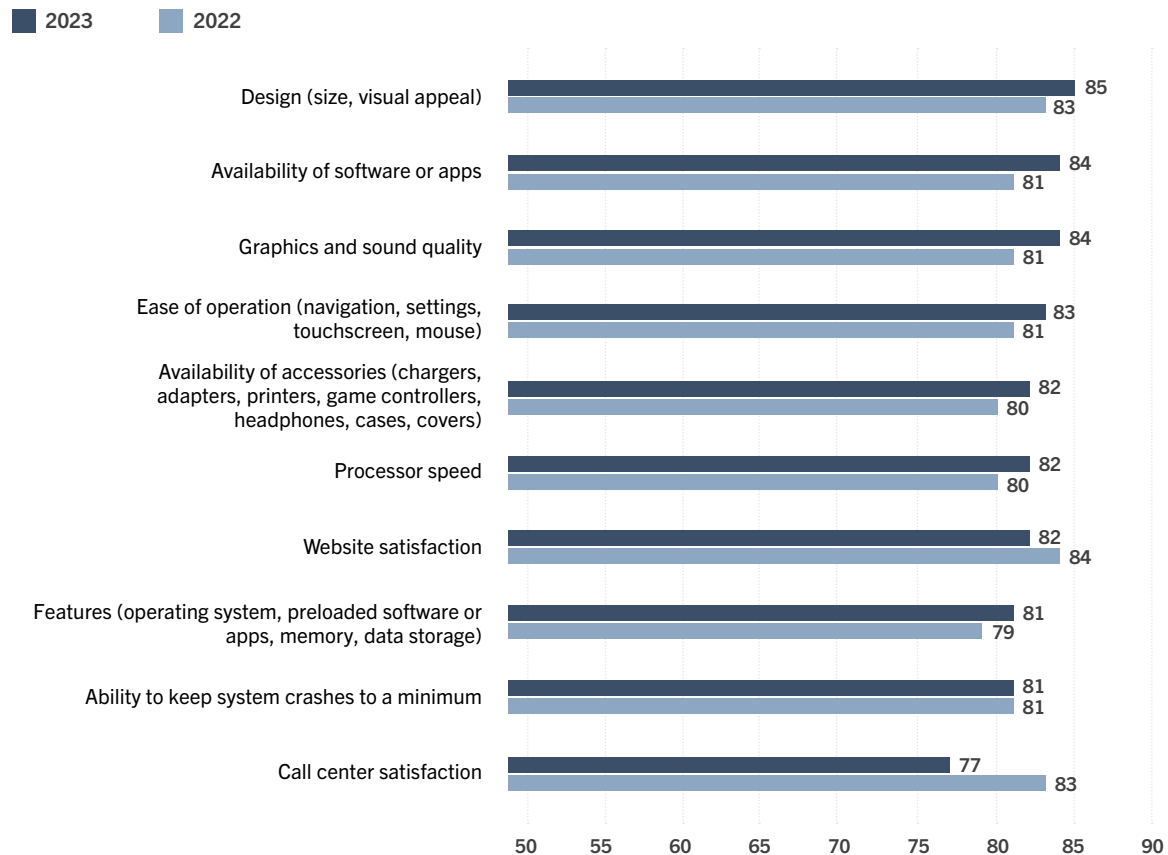
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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®):

PERSONAL COMPUTERS

Customer Experience Benchmarks Year-Over-Year Industry Trends



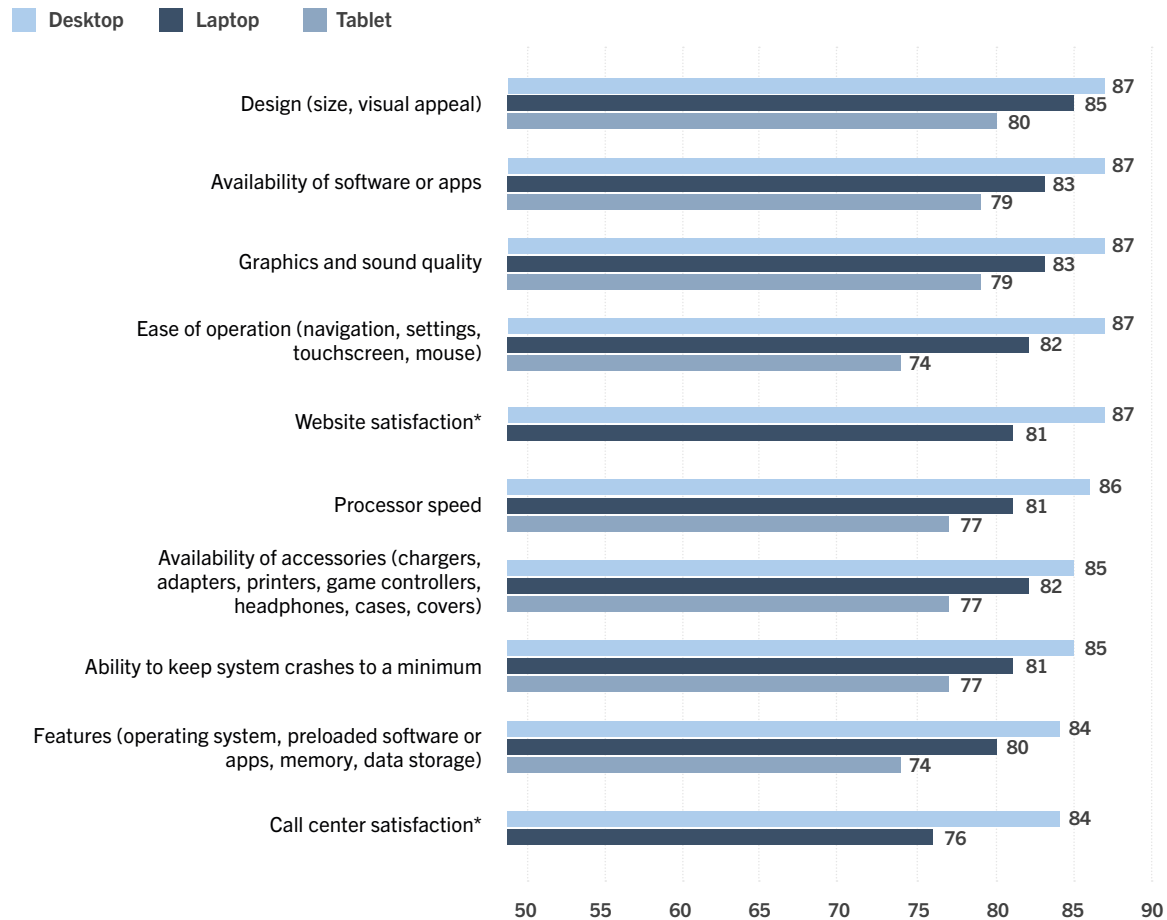
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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): PERSONAL COMPUTERS Customer Experience Benchmarks by Device Type 2023



*Tablets not reported in 2023.

0-100 Scale

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Household Appliances

AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): HOUSEHOLD APPLIANCES

COMPANY	2022	2023	% CHANGE
Household Appliances	79	81	3%
Haier	79	82	4%
LG	81	82	1%
Whirlpool	79	82	4%
Samsung	79	81	3%
Bosch	75	80	7%
All Others	79	79	0%
Electrolux	79	78	-1%

0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): HOUSEHOLD APPLIANCES Best in Class by Appliance Type

APPLIANCE TYPE	COMPANY	2023
Dryer	Whirlpool	85
Microwave	Samsung	85
Oven	Samsung	85
Washer	LG	85
Dishwasher	Whirlpool	83
Refrigerator	Haier*	82
	LG	82

*Includes GE, Haier, and Hotpoint brands.

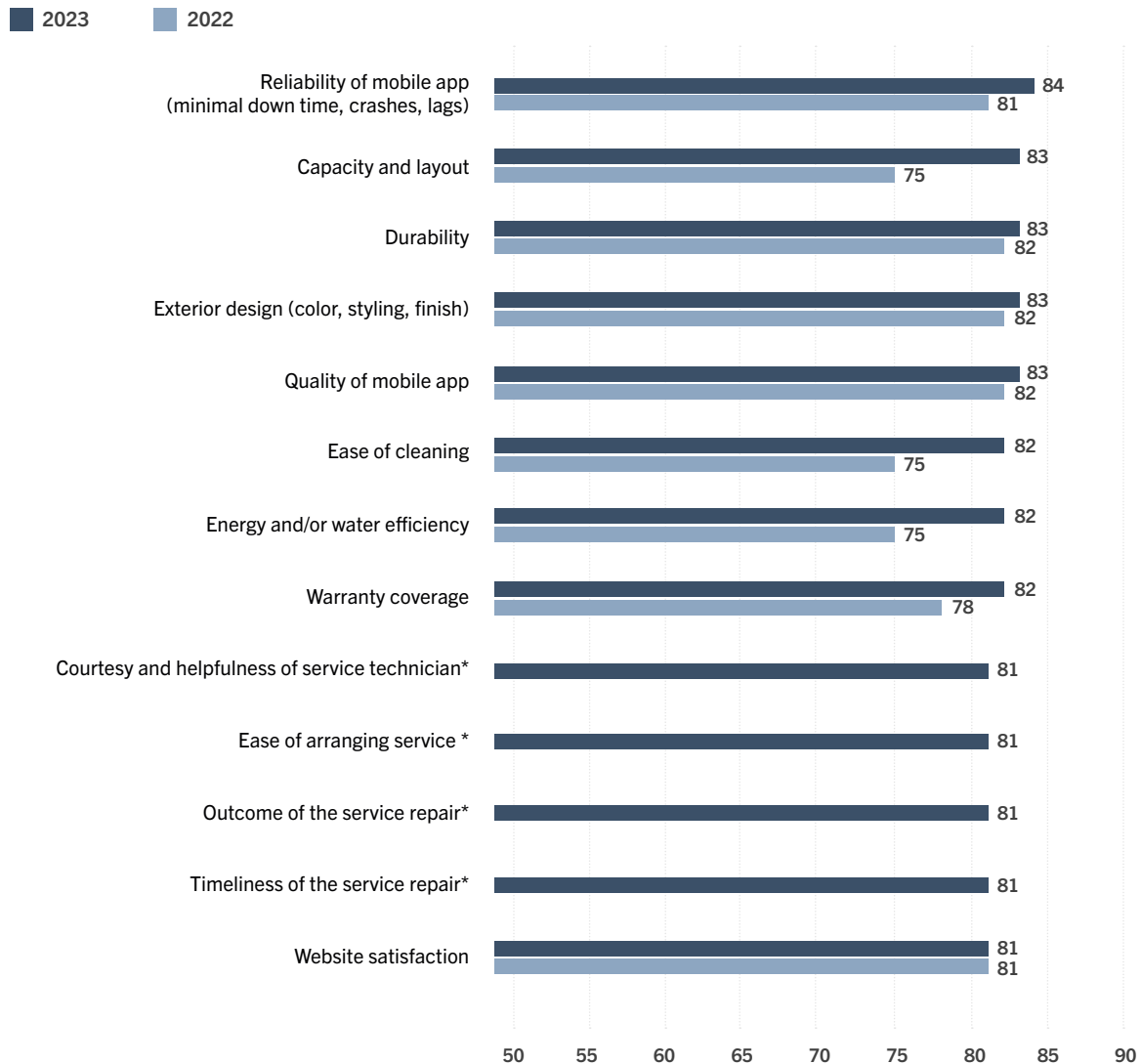
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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): HOUSEHOLD APPLIANCES Customer Experience Benchmarks Year-Over-Year Industry Trends



*Represents manufacturer-provided service only.

0-100 Scale

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Televisions

AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): TELEVISIONS

COMPANY	2022	2023	% CHANGE
Televisions	80	81	1%
LG	80	83	4%
Hisense	79	82	4%
Samsung	83	82	-1%
TCL	80	82	3%
Sony	79	81	3%
All Others	79	80	1%
Vizio	77	80	4%

0-100 Scale

Source: ACSI Household Appliance and Electronics Study 2022-2023.

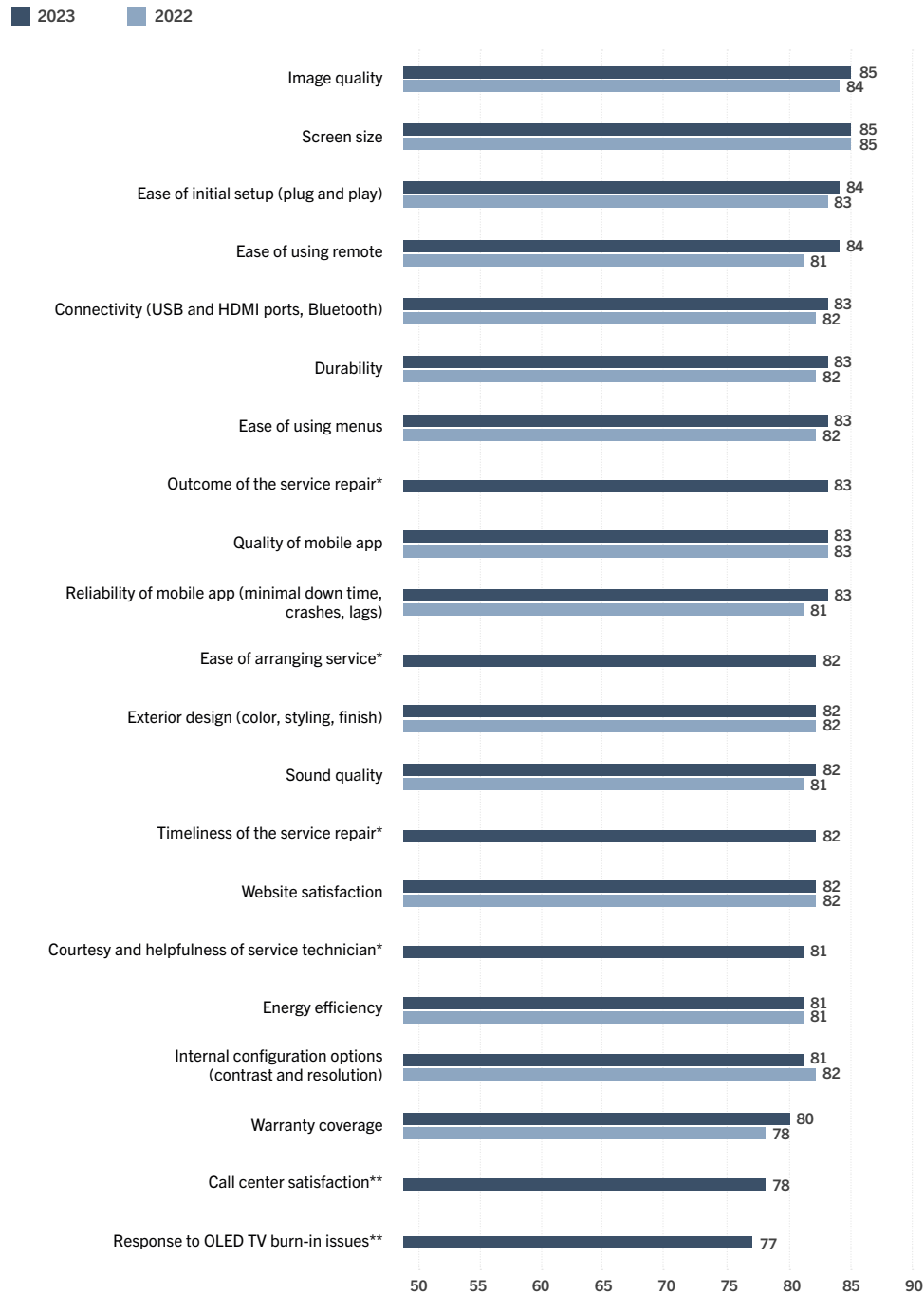
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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®):

TELEVISIONS

Customer Experience Benchmarks Year-Over-Year Industry Trends



*Represents manufacturer-provided service only.

**Not measured in 2022.

0-100 Scale

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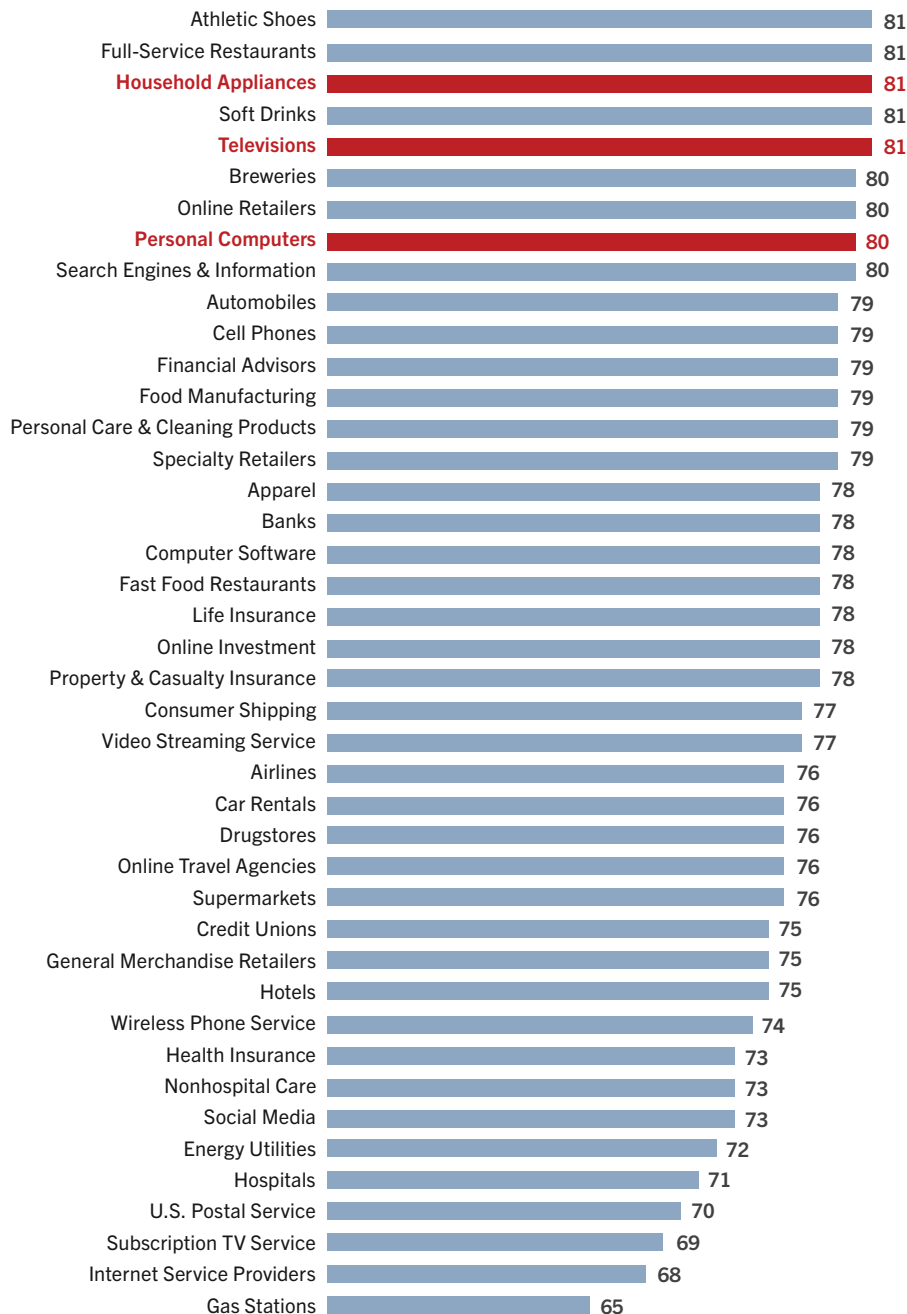
ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with 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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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



0-100 Scale

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