

MO Luxury surveys luxury customers and reports on drivers of service satisfaction.

In November 2009, MO Luxury conducted an online survey of luxury clients in Australia. The survey highlighted the importance of quality of customer service to a customer's decision to buy luxury goods. 80% said it was 'vital' or 'very important to their ultimate decision to purchase.'

The objective of the survey was to discover the drivers of local client satisfaction with particular attention to the service provided by luxury fashion and accessory brands. In doing so, MO Luxury set out to examine the correlation between the service experience and sales. Further, to assign appropriate weights to specific satisfaction drivers and link them to intention to purchase. 20 prominent luxury brands were mentioned.

As expected, comments emphasised the importance of staff and service. High-performing and low-performing brands were named and identified. One brand in particular stood out as the most-mentioned impressive store. Similarly, one brand in particular was the most-mentioned provider of a disappointing store experience. Almost all negative comments mentioned poor service. Detail of product knowledge (or lack thereof) was also an important factor.

70% of respondents indicated they would change their behaviour if they received poor service. Although most would still buy a particular item they had in mind, many would not purchase from the store or even the brand again, and they would advise friends not to purchase. Comments emphasised the importance of staff and service in general.

108 unique responses were received. Respondents closely matched the profile of typical luxury buyers in Australia. Fashion was the most popular luxury product considered; followed closely by leather goods.

The survey examined the sentiment underlying brand loyalty in these categories. Tangible results compliment MO Luxury's market expertise, as the survey demonstrates the financial implications of improper brand management.

This survey became a platform for further, more specific research. MO Luxury's premiere Annual Luxury Beauty Survey Report was released in September 2010 and the inaugural Fine Jewellery Survey report will be released in November 2010.

MO Luxury currently produces an annual Client Fulfilment Ranking Report (CFRR). The CFRR is a client service benchmarking report produced for luxury brands operating in Australia. It is now in its second year. Detailed findings of relevant survey reports will be used to refine the weightings used in the CFRR, if necessary.

Founded and directed by luxury business specialist Melinda O'Rourke, MO Luxury boasts almost 20 years of solid experience with some of the world's most luxurious brands, including Chanel, Prada and Yves Saint Laurent.