

Macintosh vs Windows 95

#12 Satisfied Customers

Summary

Two recent independent studies rated Apple tops in customer loyalty and satisfaction, consistently surpassing every other brand of personal computer. Apple's lead in customer satisfaction is not just a sign of the quality of the Apple® Macintosh® computer, but also is evidence of the strength of Apple's core business.

This is part of a series of short reports on the contrasts between a Macintosh computer and a PC with Windows 95. To see previous entries in the series, visit us on the Internet at <http://www.apple.com/whymac/>

The Macintosh Advantage

One way to measure the quality of a personal computer is to see how its users feel about it. By this measure, Macintosh continues to be the personal computing leader. Two recent independent studies rated Apple above every other computer manufacturer in customer satisfaction and loyalty.

- Computer Intelligence InfoCorp studied the brand loyalty of more than 50,000 computer users at home, in self-run businesses, and in businesses where the employer provides the computer.* Apple Macintosh was rated first in every market. Here are the top five companies, with their loyalty rates:

	All Users	Employed-Provider	Self-Employed	Home Users
Apple Macintosh	87%	88%	91%	81%
Gateway 2000	82%	86%	71%	71%
Compaq	64%	73%	29%	29%
Dell	63%	68%	64%	27%
HP	59%	63%	39%	58%

- *PC World* magazine surveyed buyers of 18,000 personal computers representing 23 brands and asked them to rate the computers in nine categories relating to reliability and service.** The categories were overall problem rate, system DOA rate (problems with motherboard, disk drive, etc.), non-system component DOA rate, time to reach a support staffer, time to resolve a problem, percent of problems never resolved, willingness to buy again based on service received, percent reporting low overall satisfaction on service (the lower your rating on this, the better), and percent reporting high overall satisfaction with service.

Apple received the highest rating (five stars) in every category except component DOA rate, in which Apple rated four stars. Here are the overall results for the top five companies:

Total stars (out of a possible 45)

Apple	44
Compaq	41
DEC	40
Dell	39
HP	38

What It Means For Users

Obviously, people who use Apple Macintosh computers tend to be happy with them. Apple is especially pleased that Macintosh satisfaction ratings are high across the board—in homes, large businesses, and small businesses.





What About the Future?

No company is perfect, of course. Some Macintosh customers have problems with their computers, product transitions are an issue for every computer company, and many people have been frustrated by recent Macintosh product shortages. Apple apologizes for those problems, and is committed to making the process of buying and owning a Macintosh even more pleasant and satisfying.

Questions or Comments?

You can send e-mail to the Macintosh Platform Marketing team at competition@applelink.apple.com

For more information on studies mentioned in this note, use the Internet:

The CII loyalty study:

<http://www.compint.com/news/loyalty.html>

*Computer Intelligence InfoCorp's Consumer Technology Index study, July 1995. CII calls it "The largest, most comprehensive study of personal computer usage in the United States."

*PC World, June 1995. The questionnaire is a fax-back form bound into every issue of PC World. Because of this methodology, PC World notes, the results are not statistically projectable to the larger population. But PC World also reports that it did conduct a separate random study, and the results were comparable to those reported in the magazine. Because the questionnaire is not inherently biased toward any brand, PC World calls it a valuable insight into differences between companies.