



About this
year's research



About the research

For eleven years, KPMG member firm professionals have been asking consumers about their individual experiences with brands.

Over that time, more than 385,000 consumers have been interviewed and about 3,500 brands have been measured, providing approximately four million individual evaluations across 34 countries to support our knowledge in customer experience.

This year, we considered the views of more than 100,000 consumers across 27 markets.

The UAE research was conducted via an online survey, completed in Q2 2020. A consumer sample was targeted for each market, to be representative in terms of age and gender, whilst also targeting regional representation.

To participate in the research and to be able to respond to questions on a specific company, respondents must have interacted with that company in the last two months. This has been updated from previous years where a six-month period was given, to capture interactions and experiences specifically during the time of Covid-19, and to fairly compare the reactions and resilience of brands.

An interaction was defined as making a purchase, using the company's products and services, contacting a company with a query, or even browsing their website or store – so not all respondents would have been existing customers of the brand they evaluated.

To be included in the final rankings for each country, each brand must have achieved a minimum number of consumer responses (80). This year:

56

organization feature in
the UAE rankings

1,512

consumers
were surveyed

7,870

evaluations carried out across the
56 ranked brands

Sector coverage

For this report, we analyzed brands across the following sectors: Retail (grocery and non-grocery), Logistics, Financial Services, Travel & Hotels, Utilities, Telecoms, Entertainment & Leisure, Restaurants & Fast Food

Customer Experience Excellence (CEE) scores

The rankings are determined by the CEE scores of the brands surveyed.

The CEE score is derived for each brand via a weighted average of the brand's score for each of The Six Pillars. The weighting is calculated through regression analysis to understand the relative importance of each pillar in driving two commercial outcomes measured in the analysis: Advocacy and Loyalty.

Disclaimer: Mentions of individual companies should not be interpreted as an endorsement by KPMG International or its member firms.



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