



NEWS RELEASE

# Survey: Clorox Has Highest Customer Satisfaction of Makers of Personal Care, Cleaning Products

11/3/2014

The Clorox Company earned the highest customer satisfaction score among manufacturers of personal care and cleaning products, according to the latest results of the **American Customer Satisfaction Index (ACSI)**, an independent national benchmark of customer satisfaction with the quality of products and services available to household consumers in the United States.

Overall customer satisfaction with shampoo, soap, toothpaste, detergents and cleaning products dropped 1.2 percent to an ACSI score of 82 on a 100-point scale, according to the survey, which was released Oct. 21. The Clorox Company earned a score of 85 and was the only large company within this group to remain positive compared to 2013.

To develop the American Customer Satisfaction Index, approximately 70,000 customers are surveyed every year about the products and services they use most. The data contribute to an econometric model that benchmarks customer satisfaction across more than 230 companies in 43 industries and 10 economic sectors as well as more than 100 services, programs and websites of federal government agencies. The information provides insights into the financial performance of companies, consumer spending and overall economic growth.