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Samsung #1 In Customer Loyalty For The 10th Year Running

February 15th, 2011

SAMSUNG mob!le

[<http://thedroidguy.com/wp-content/uploads/2011/01/wp-id-Samsung-Mobile-logo.png>] Brand Keys, a global leader in brand equity, loyalty and engagement research has released their 2011 Customer Loyalty Index and Samsung was ranked number one in cell phone customer loyalty for the tenth year in a row.

Out of Brand Keys total Customer Loyalty Index Samsung is one of only 8 brands in all categories to achieve the number one position for an entire decade. The rankings for the cell phone category in order were Samsung, LG, Sony Ericsson, Nokia, Motorola, Sanyo and Panasonic. Samsung's computer division was also ranked first in their category beating out (in order) HP, Toshiba, Dell, Lenovo and Gateway.

Samsung Mobile President, Dale Sohn said

Samsung is honored once again to retain the Brand Keys customer loyalty distinction for yet another year, a clear sign of our commitment to not only creating innovative products, but to also continuously surpassing customer expectations."

The Brand Keys Customer Loyalty Engagement Index examines the relationships of 528 brands in 79 categories. Customer loyalty is different than customer service. Customer loyalty looks at things like how long a customer has had a relationship with a brand or company and how likely they are to purchase that same brand again.

Samsung was the #1 producer of Android phones in the world in 2010 selling over 10 million Samsung Galaxy S variants world wide.

Source: [Samsung Mobile](http://www.samsungusanews.com/index.jsp?menu=post&post=6303) [<http://www.samsungusanews.com/index.jsp?menu=post&post=6303>]

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