



Beautiful accounting software

MEDIA RELEASE

Small businesses rank Xero best accounting software for third year running

Canstar Blue survey of 400 small business operators finds Xero outperforms competitors to maintain market leader position

MELBOURNE, 3 August 2017 - Xero ([@Xero](#)), the global leader in cloud accounting software, has been awarded the Most Satisfied Small Business Customers – Accounting Software award for the third consecutive year by consumer ratings agency Canstar Blue.

Xero joins exclusive company – just 5 per cent of Canstar Blue award winners have won three times in a row – with others including NAB, Aldi and Miele.

The survey of 396 Australian small businesses saw Xero awarded five stars across ease of use, value for money, reporting, ease of integration and customer service, with an overall score of 34 out of 35. Xero consistently outperformed MYOB and Intuit Quickbooks, making it the only accounting software platform to receive a five-star rating for overall customer satisfaction in 2017.

Rated brands	Overall satisfaction*	Ease of use	Value for money	Reporting	Ease of integration	Customer service	Other functions
	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
	★★★★	★★★★	★★★★	★★★★	★★★	★★★	★★★★★
	★★★★	★★★★	★★★★	★★★★★	★★★★	★★★★	★★★★

Canstar Blue ratings recognise product excellence in their respective industries and vindicate Xero's efforts to focus on unrivalled software innovation, customer support, ease of use and value for money. Small businesses involved in the survey said their satisfaction was driven primarily by ease of use, followed by value for money and reporting quality, giving Xero five-star ratings in all three categories.

This year has seen sustained customer growth for Xero with more than a million subscribers worldwide and almost half of them residing in Australia.

"To receive this award for the third year running is an incredible achievement, and testament to the hard work of our team and their dedication to build best-in-class, beautiful and easy-to-use

accounting software that helps small businesses grow and thrive," said Trent Innes, Managing Director, Xero Australia.

The survey also found 81 per cent of respondents said accounting software is critical to their business while 62 per cent said the software contributed to their business growth. A further 87 per cent surveyed noted that accounting software makes their business operations easier, and over half of respondents said their software was recommended to them by their accountant.

"When time is money in the world of small business, accounting software users need platforms that are easy to use and represent good value for money by delivering tangible improvements to their processes. For Xero to top our customer ratings for three years in a row, in such a competitive environment, is a fantastic achievement," said Megan Doyle, Head of Canstar Blue.

Access the full Canstar Blue accounting software report, [here](#).

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About Xero

[Xero](#) is beautiful, easy-to-use online accounting software for small businesses and their advisors. The company has over 1 million subscribers in more than 180 countries. Xero seamlessly integrates with over 500 apps. It was ranked No. 1 by Forbes as the [World's Most Innovative Growth Company](#) for two years running, while Canstar Blue rated Xero Australia's best accounting software in 2015, 2016 and 2017 based on research from 400 small businesses.