



Beautiful accounting software

Media Release

XERO AWARDED HIGHEST CUSTOMER SATISFACTION AWARD BY CANSTAR BLUE

- Australian small businesses flock to 5-star accounting from Xero

Melbourne, October 20, 2015 - [Xero](#) (@Xero) was today recognised as the accounting software with the highest customer satisfaction rating by Australian small businesses, in an independent survey by consumer research company Canstar Blue.

The survey, conducted by Canstar Blue among 454 Australian small business owners and decision makers, saw Xero awarded five-star ratings across all six criteria: value for money, service, warranty, customer support, features and overall satisfaction.

Canstar Blue ratings recognise product excellence in their respective industries and vindicate Xero's efforts to focus on unrivalled software innovation, customer support and value for money. Xero was placed first ahead of MYOB and Intuit Quickbooks, in the first year Xero has been eligible for recognition.

It comes as Xero has continued to grow its Australian customer base significantly. In August, Xero announced it had surpassed 250,000 subscribers in Australia, more than trebling the number of small businesses using Xero just two years ago.

The Canstar Blue survey found small businesses determined their accounting software based on value for money, customer service and support and features. A total of 80 per cent of small businesses said accounting software was crucial to their business, with 38 per cent saying that before purchasing accounting software, their business made financial mistakes.

Comments on the News:

- "We've always strived to build the best possible cloud accounting software to our small business customers for great value and with awesome customer support, so it's fantastic to be recognised for our efforts by Canstar," said Chris Ridd, Xero Australia Managing Director. "We've delivered more than 1000 customer-facing updates to Xero in the past 18 months alone and we don't intend to slow down anytime soon. Small businesses clearly love Xero and we can't wait to show them what we have in store for the future."
- "This is a strong performance from Xero," said Head of Canstar Blue, Megan Doyle. "Small business owners are determined to get great value for money from their accounting software, but they also demand quality service and support when they need it. Our results show that Xero is exceeding the expectations of its customers while significantly growing its subscriber base to 250,000 Australian small businesses."

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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 540,000 subscribers in more than 180 countries. Xero seamlessly integrates with over 400 third-party tools, and was ranked No.1 by Forbes as the [World's Most Innovative Growth Company](#) in 2014 and 2015.