The 2015 Eptica **Multichannel Customer Experience Study**



In this study Eptica evaluated 100 leading UK companies on their ability to provide answers to 10 routine questions via the web as well as their speed and accuracy when responding to email, Twitter and chat, repeating research carried out since 2011. The research aims to mimic the behaviour of ordinary consumers across digital channels.

UK BRANDS ARE FAILING TO IMPROVE THE STATE OF UK CUSTOMER SERVICE

Twitter overtakes email for fast, accurate customer service for the first time in 2015...

Over half of questions left unanswered

Companies successfully answered just 48% of questions asked on the web, email and through Twitter

64% Web of questions **39**% Email answered **41**% Twitter overall

Twitter versus Email



81% of companies had a Twitter handle



74% of companies had email for noncustomers



54% responded to a tweet



59% responded to an email



41% provided a successful answer



39% provided a successful answer

Unichannel, not Multichannel

44%

of companies only answered on Twitter or email

15%

failed to respond on either Twitter or email

11%

gave consistent answers on multiple channels

Just of companies offered Twitter, email, and chat

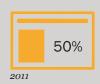
Chat – accurate but underutilised

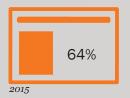


but only 9% of companies had it (26% claimed to offer it)

Improvement in web customer service

Average % of questions answered by top 100 UK companies online





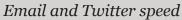
Growing chasm between best and worst brands

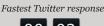


37 companies scored 80% or more online



companies scored 30% or less online







HOURS Fastest email response





Average Twitter response





Slowest Twitter response



Slowest email response





Best and worst sectors for accuracy





To read the press release go to www.eptica.com/mces2015_news



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