

# 2015 Eptica Retail Multichannel Customer Experience Study



In this study Eptica evaluated 40 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 RETAILERS ARE FAILING TO DELIVER CONSISTENT MULTICHANNEL SERVICE

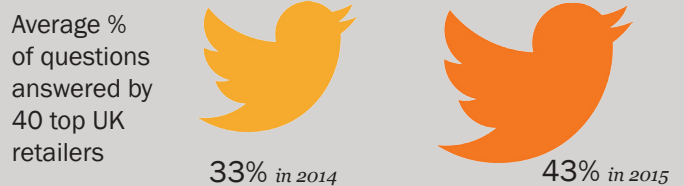
### Nearly half of questions left unanswered

Companies successfully answered just 55% of questions asked on the web, email and through Twitter



Twitter improves, but email channel worsens for fast, accurate customer service...

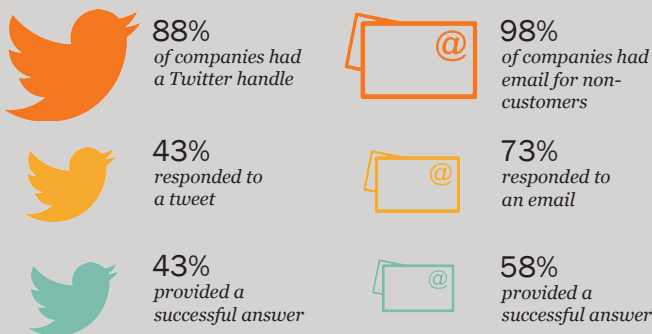
### Improvement in Twitter customer service



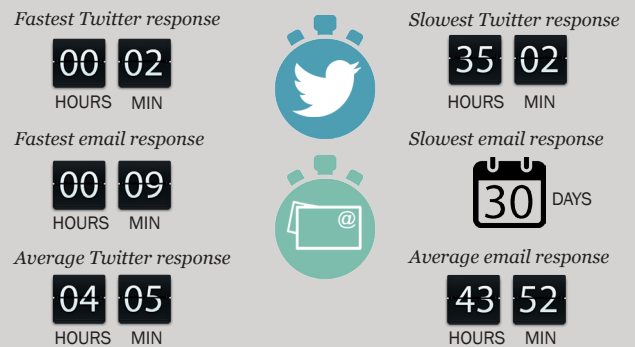
### Growing chasm between best and worst brands



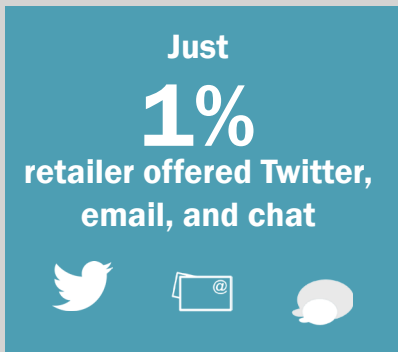
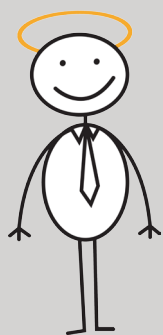
### Twitter versus Email



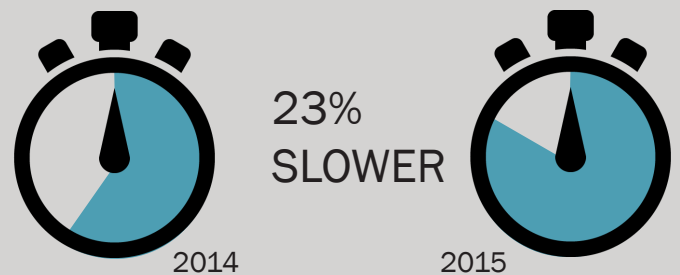
### Email and Twitter speed



### Unichannel, not Multichannel



### Email is slowing down



### Chat – accurate but underutilised



100% accuracy; but only 5% of companies had it (25% claimed to offer it)

To download the full report visit [www.eptica.com/retail\\_study\\_2015](http://www.eptica.com/retail_study_2015)

