

HOW GOOD IS FESTIVE RETAIL CUSTOMER SERVICE IN THE UK?



21% of consumers can't find basic information online

The online information gap

When shopping or researching purchases online for Christmas how easy is to find information on company websites?

Very easy, I can always find it



Quite easy, I find it around half the time

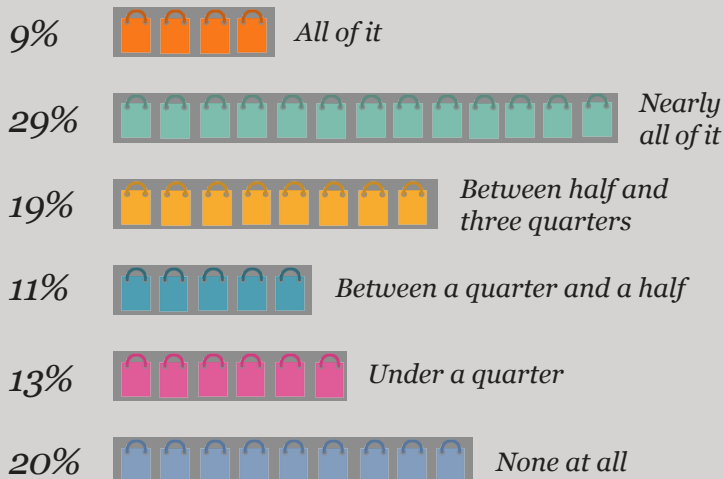


Impossible / Not easy / I can't find it less than half the time



Changing Christmas shopping patterns

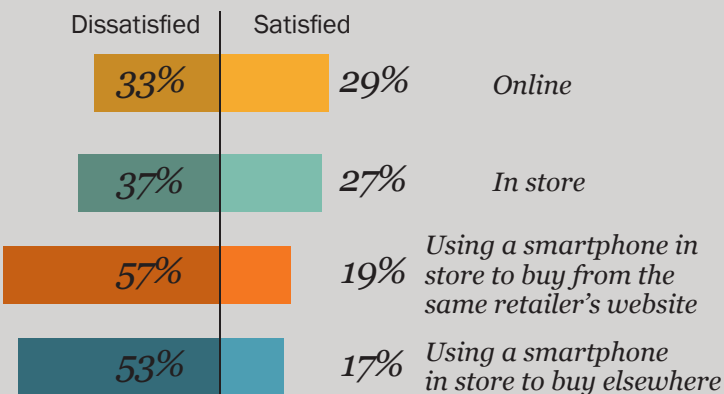
What % of your Christmas shopping have you completed?



How were purchases made?

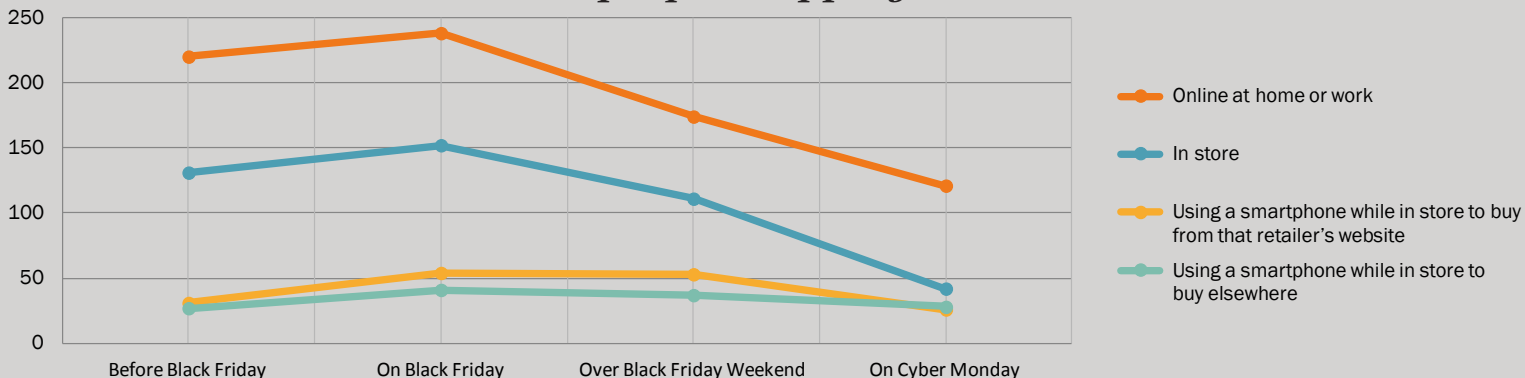


Holiday customer experience



of shoppers

When are people shopping in the UK?



Survey of 1,000 British consumers carried out on 30 November 2015



TO READ THE PRESS RELEASE GO TO WWW.EPTICA.COM/BRITISH-FESTIVE-RETAIL