

# 2016 INSURANCE MULTICHANNEL CUSTOMER EXPERIENCE STUDY

Eptica evaluated 10 leading UK insurers 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, facebook and chat, repeating research carried out since 2011. The research aims to mimic the behaviour of ordinary consumers across digital channels.

## EMAIL BEATS THE WEB FOR UK INSURANCE CUSTOMER SERVICE

Insurers only answer 40% of questions on Facebook successfully

### EMAIL MANAGEMENT

8/10  
Companies successfully responded to email



Average response time:  
28 hours, 4 minutes

Fastest response



Slowest response



### WEB QUESTIONS ANSWERED

HIGHEST SCORE

LOWEST SCORE



6.5/10

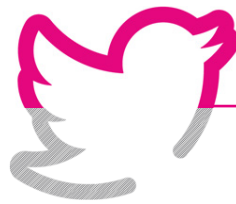
Questions answered online



2/10

Questions answered online

### TWITTER



5/10

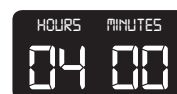
Companies successfully responded on Twitter

Average response time: 58 minutes

Fastest



Slowest



### FACEBOOK



4/10

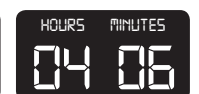
Companies successfully responded on Facebook

Average response time: 1 hour, 33 min

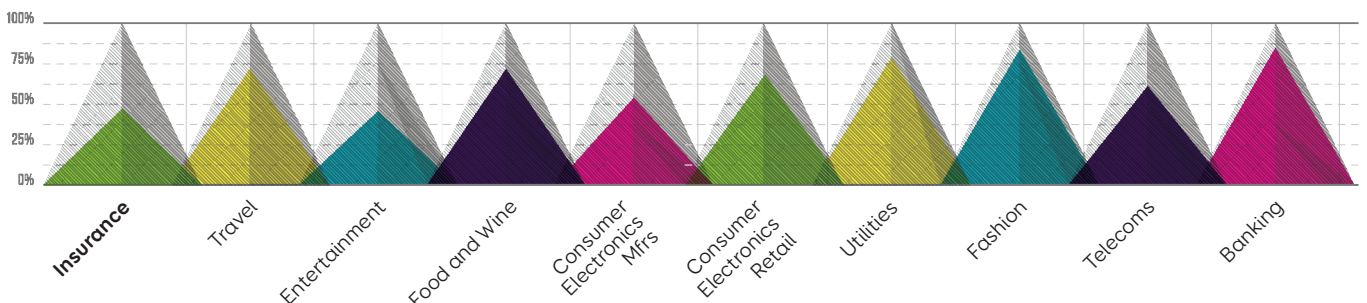
Fastest



Slowest



### WEB PERFORMANCE COMPARISON



### CHAT



Only one company made chat available, with 50% success rate

1/10

DOWNLOAD FULL STUDY: [WWW.EPTICA.COM/INS2016](http://WWW.EPTICA.COM/INS2016)



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