

THE 2016 EPTICA MULTICHANNEL CUSTOMER EXPERIENCE STUDY

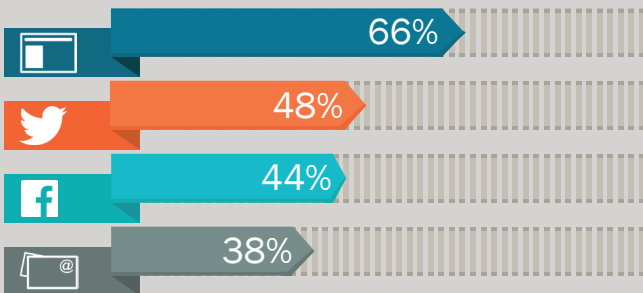
Repeating research carried out since 2011, the Eptica study evaluated 100 leading UK companies on their ability to provide answers to 10 routine questions via the web as well as their speed and accuracy when responding to email, Twitter, Facebook and chat. The research aims to mimic the behaviour of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

EMAIL CHANNEL LAGS TWITTER AND FACEBOOK FOR CUSTOMER SERVICE ACROSS UK BRANDS

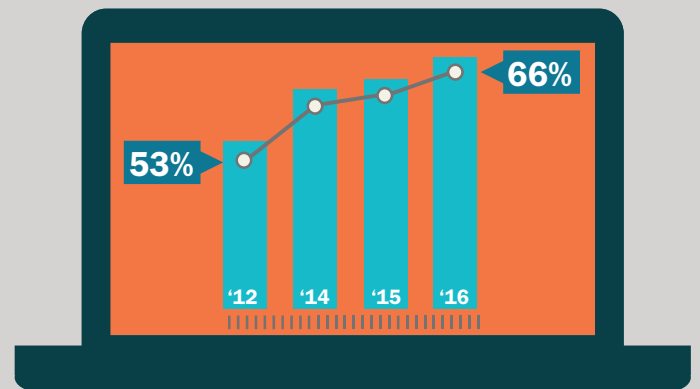
Companies still only able to answer 51% of questions on email, Twitter and web channels...

Half of questions left unanswered

% of questions successfully answered on the web, Twitter, Facebook and through email

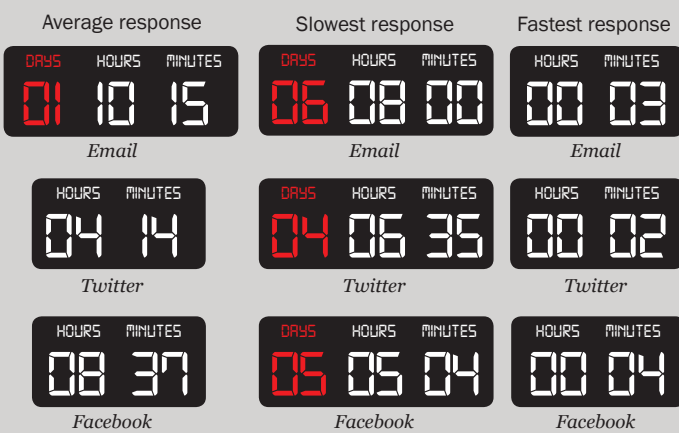


Improvement in web customer service

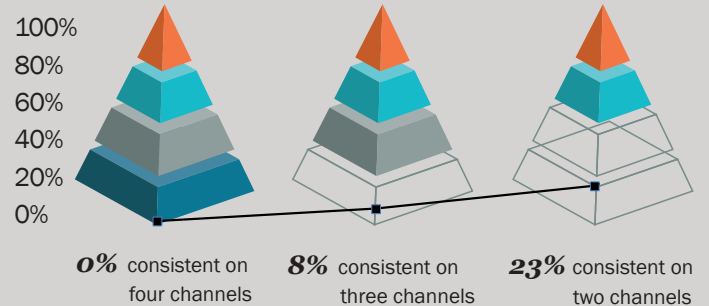


Average % of questions answered by companies online

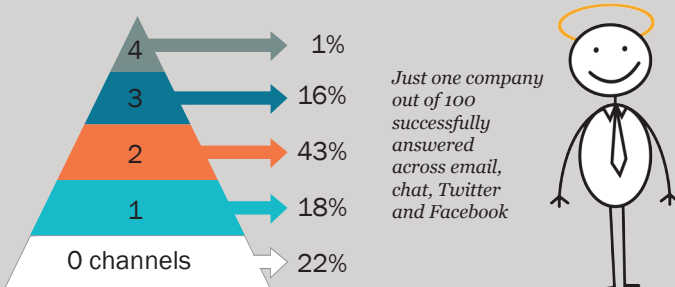
Performance across email, Twitter & Facebook



Worrying lack of consistency (answers)

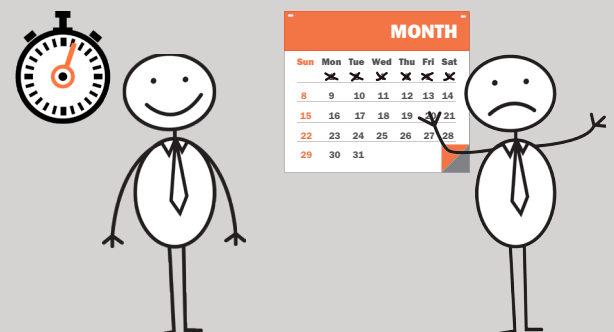


Unichannel, not Multichannel

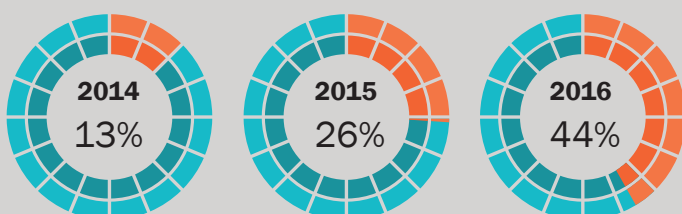


Email response times varied wildly

From 3 minutes to over 6 days...



Increasing Chat adoption



To read the press release go to www.eptica.com/news/press-releases

To download the full report visit www.eptica.com/mces2016

