

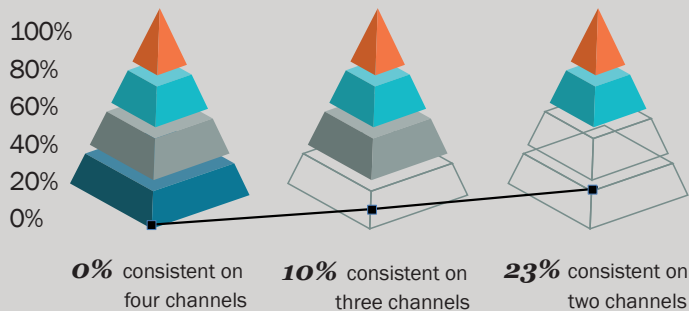
2016 EPTICA RETAIL MULTICHANNEL CUSTOMER EXPERIENCE STUDY

Repeating research carried out since 2011, the Eptica study evaluated 40 leading UK retailers 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.

FACEBOOK BEATS EMAIL AND TWITTER FOR UK RETAIL CUSTOMER SERVICE

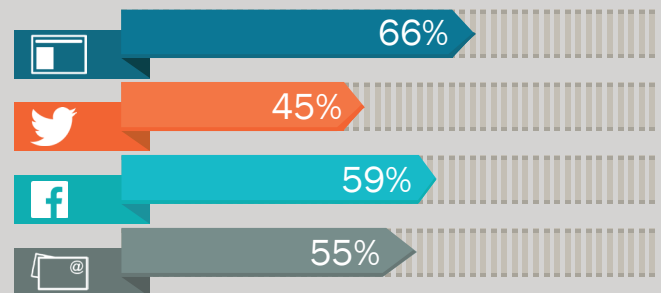
Just 10% of retailers deliver consistent responses across Twitter, Facebook and email channels

Consistently inconsistent answers

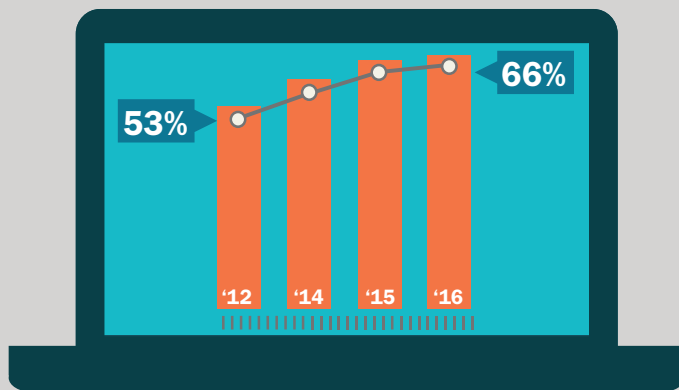


Only 55% of questions successfully answered

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



Static performance in web customer service

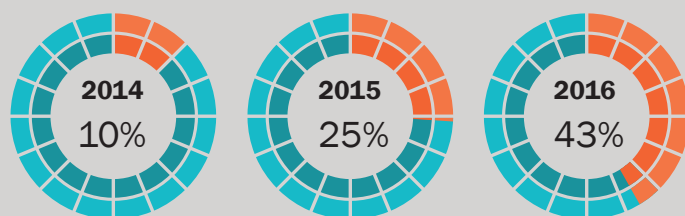


Average % of questions answered by companies online

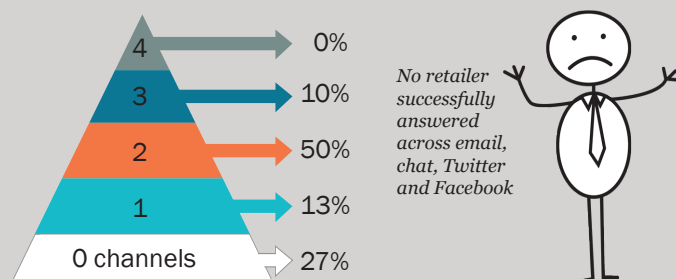
Performance across email, Twitter & Facebook



Increasing chat adoption

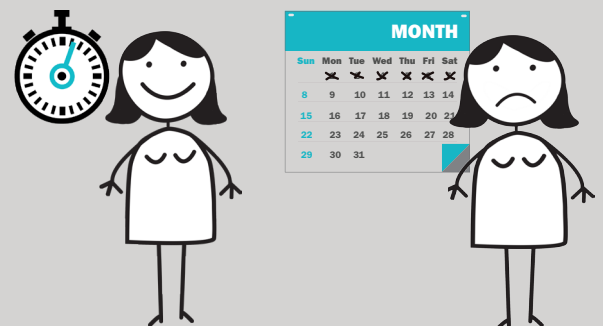


Moving from multichannel to uni-channel



Email response times varied wildly

From 3 minutes to over 6 days...



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

➔ To download the full report visit www.eptica.com/rmc2016

