

# HAPPY CHRISTMAS?

OVER HALF OF UK SHOPPERS CAN'T FIND BASIC INFORMATION ONLINE



## What do consumers demand from retailer customer service this Christmas?

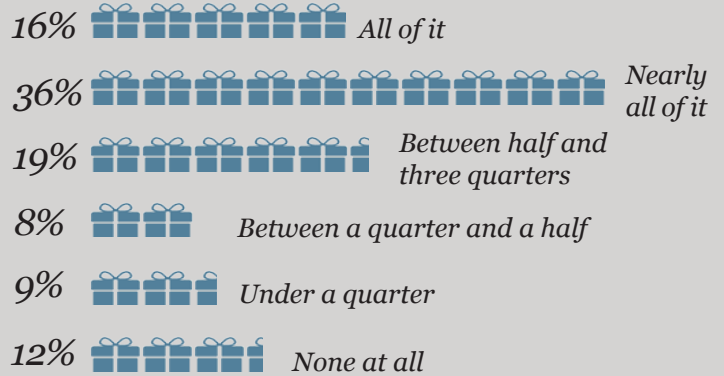
### The online information gap

How easy is to find answers to routine questions online when shopping?



### Christmas shopping starts even earlier

What % of your Christmas shopping have you completed?



Note: Correct as of 5th December 2014, one week after Black Friday

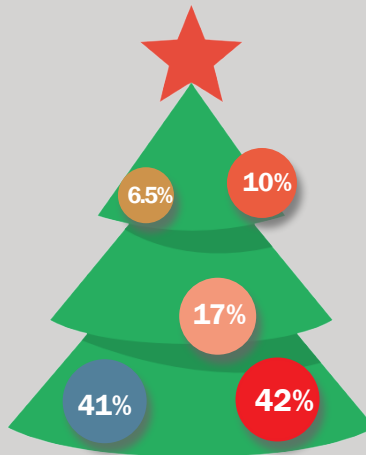
### The consequence of poor service

What do you do if you can't find information online?

42% Go to a competitor

41% Email the company

17% Call the company

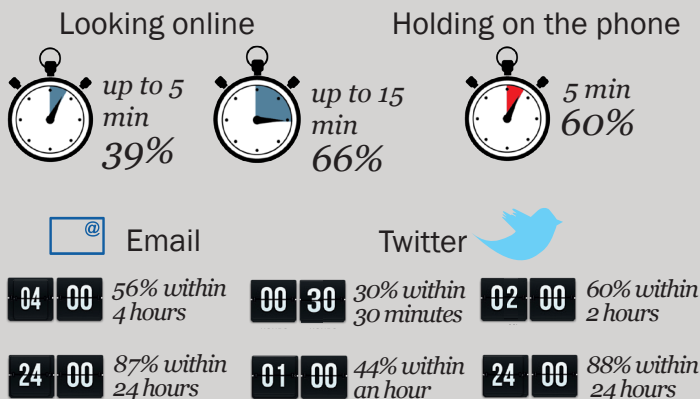


10% Complete the transaction and hope for the best

6.5% Try and contact the company by social media

### Rising expectations of response

How long are you willing to search for information/wait?  
Key responses include:



### Cross-channel comparison UK & France

What do you do if you can't find information online?



19% of French consumers said they would demand compensation for poor service

Survey of 2,000 consumers; 1,000 each in France and UK carried out on 5 December 2014.

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