

The State of UK Digital Customer Experience in 2019

The 2019 Eptica Digital Trust Study evaluated 50 UK brands in 5 sectors on their ability to respond to routine questions on the web, email, Facebook, Twitter and chat and surveyed 1,000 consumers on their attitudes to customer experience and trust.

How good are UK brands at answering customer questions?

69%

Routine questions answered via the web and across email, Twitter and Facebook channels - up 10% from 2017

but 58% of companies failed to give consistent answers across channels

What's the fastest sector?

Facebook and Twitter are 10x faster than email!

Channel	Average	Fastest	Slowest
@	37 hours and 59 minutes	6 minutes	8 days, 18 hours and 48 minutes
f	3 hours and 24 minutes	1 minute	76 hours and 22 minutes
🐦	4 hours and 53 minutes	1 minute	50 hours

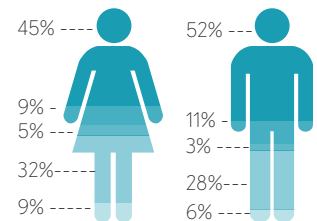
One fashion company answered a tweet in 17 minutes, another took 50 hours

What makes you trust a brand?

63%	Makes it easy and seamless for me to do what I want, whether that is buying a product or checking my account
59%	Gives satisfactory, consistent, fast answers when asked a question
52%	Recommendations from family and friends
49%	They operate in an open, transparent manner
35%	They listen to me when I give feedback and act on it
28%	Recommendations from review websites/social media
16%	Good advertising

What do you do when trust breaks down?

- I switch to a rival
- I continue to buy from them, but spend less
- I continue to buy from them as usual
- I don't switch immediately, but look for a replacement to switch to
- I share my experiences with friends, family and on social media

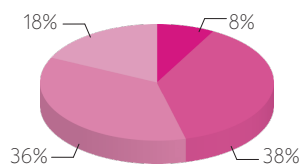


What's the best sector for delivering CX?

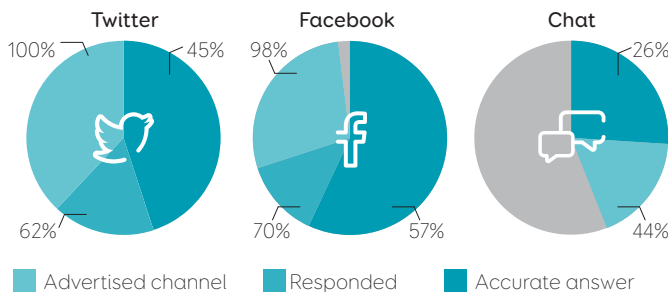
	EMAIL	WEB	TWITTER	FACEBOOK	TOTAL
Fashion	55%	83%	50%	50%	60%
Food & Drink	80%	80%	25%	50%	60%
Insurance	20%	55%	45%	65%	46%
Travel	30%	75%	25%	75%	51%
Banking	0%	84%	80%	45%	52%

Do you think brands listen and act on what you say?

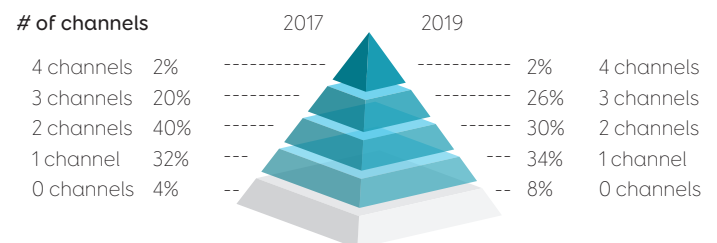
- Yes, all the time
- Yes, around half the time
- Yes, but less than half the time
- No, not all



Channel drop off rate



Lack of consistency between channels



% of routine questions successfully answered online 2012-2019

