

## Methodology

The Eptica 2017 UK Chat Study evaluated the state of chat in two ways:

By **surveying 1,000 consumers** on their attitudes to chat, and whether current service levels met their needs.

By **testing 100 leading UK companies** on their ability to respond to questions asked via the chat channel, **measuring speed, accuracy, context, personalisation and empathy.**

- Speed
- Relevance
- Context
- Personalisation
- Empathy

## 1 - Does chat meet consumers expectations?

**65%** happier using chat than **5 years** ago

**60%** want more companies to offer chat

**68%** like it because it's real-time

Do you prefer to use chat instead of:

**68%** **67%** **72%**

**85%** often unhappy with the experience

Only **16%** always get a personalised response

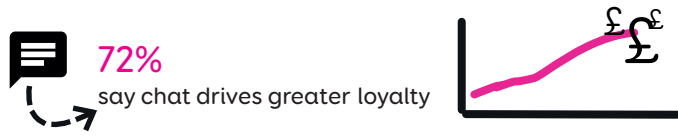
**84%**

**80%** often unhappy with the speed

**69%** always have to queue or companies don't have chat working

**60%** says agents don't have the right information

**54%** often have to repeat themselves



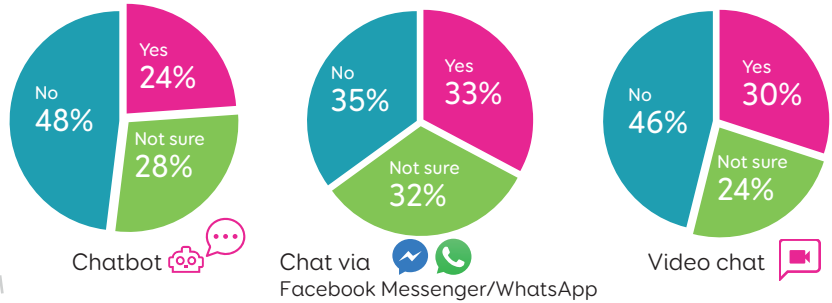
## 2 - What do you think about chatbots?

**24%** will always use a chatbot

**77%** want to chat with a human for more complex queries

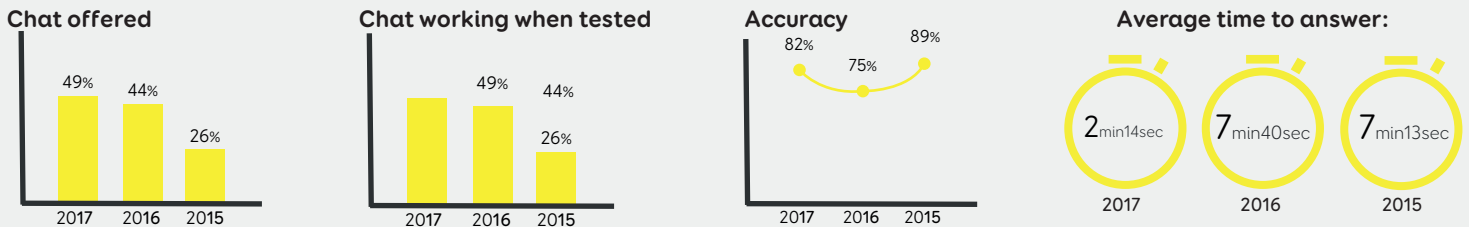
**33%** would use chatbot on Facebook Messenger & WhatsApp

## 3 - Do you want to be offered...

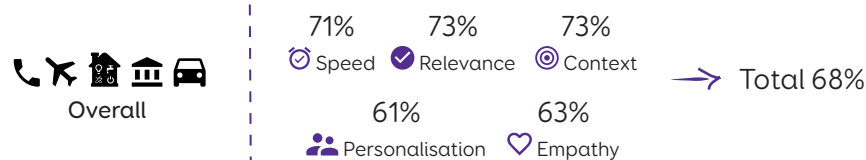


## 4 - The evolution of chat use by brands

Based on evaluating 100 brands annually over the past 3 years



## 5 - Conversation Quality - selected sectors



### Methodology:

Quality was measured by analysing every chat response received against five key criteria:

1. Speed - how quickly was it provided, with higher marks awarded for faster responses
  2. Relevance - how relevant was the response and did it answer the question?
  3. Context - did it show understanding of the whole question or respond solely to part of it?
  4. Personalisation - was it personalised to the respondent?
  5. Empathy - did it show real empathy with the consumer's needs?
- Each was marked on a scale of 0-5, with 5 being the maximum (100%).