

# HOW GOOD IS FESTIVE RETAIL CUSTOMER SERVICE IN THE UK?



21% of consumers can't find basic information online

## The online information gap

When shopping or researching purchases online for Christmas how easy is to find information on company websites?

Very easy, I can always find it



Quite easy, I find it around half the time

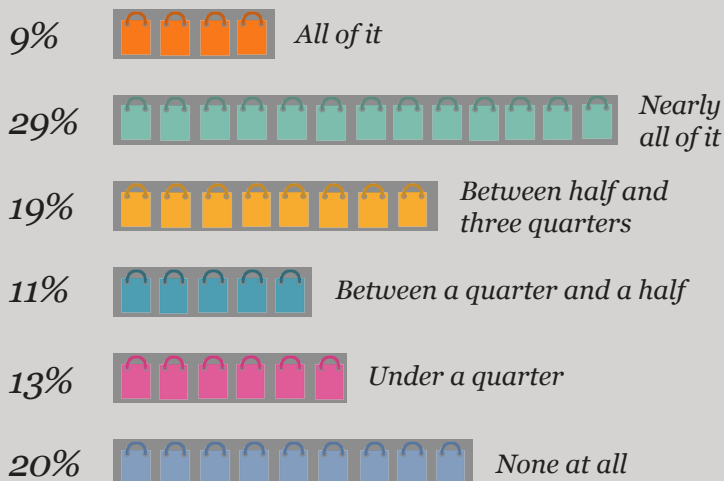


Impossible / Not easy / I can't find it less than half the time



## Changing Christmas shopping patterns

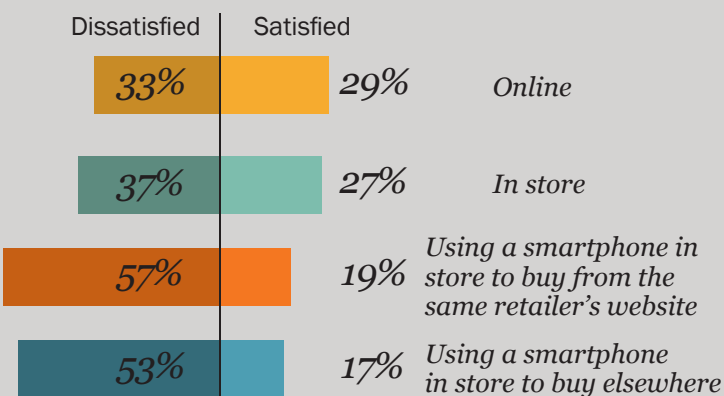
What % of your Christmas shopping have you completed?



## How were purchases made?

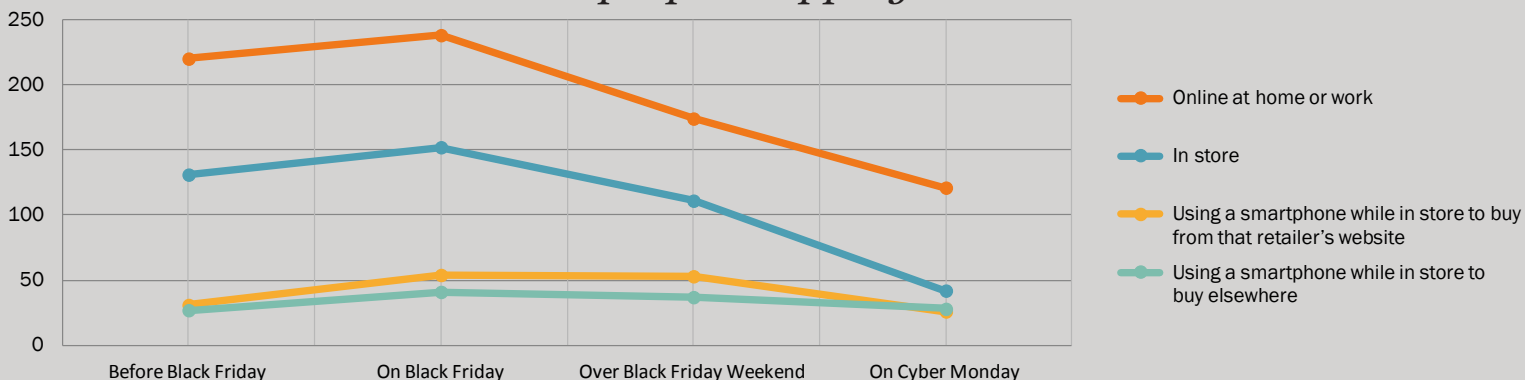


## Holiday customer experience



# of shoppers

## When are people shopping in the UK?



Survey of 1,000 British consumers carried out on 30 November 2015



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