HOW GOOD IS 2015 HOLIDAY CUSTOMER SERVICE IN RETAIL?



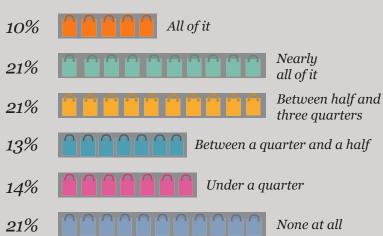
35% of consumers are unhappy with the online experience

The holiday customer experience Dissatisfied Satisfied Online 37% 35% In store 30% 40% Using a smartphone in 49% 21% store to buy from the same retailer's website Using a smartphone 48% 25% in store to buy elsewhere



Festive shopping starts even earlier

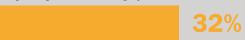
What % of your holiday shopping have you completed?



The online information gap

When shopping or researching purchases online for 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

50%

Changing holiday shopping patterns # of shoppers 300 Online at home or work 250 In store 200 150 Using a smartphone while in store to buy from that retailer's website 100 Using a smartphone while in store to buy elsewhere 50 0 Before Thanksgiving Over Black Friday Weekend On Thanksgiving On Black Friday On Cyber Monday

Survey of 1,007 U.S. consumers carried out on Nov 30, 2015

















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To read the press release go to www.eptica.com/holiday-retail-cx-2015



Eptica Retail Multichannel Customer Experience Study - 500 Retailers Surveyed www.eptica.com/500_retail_study_2015

