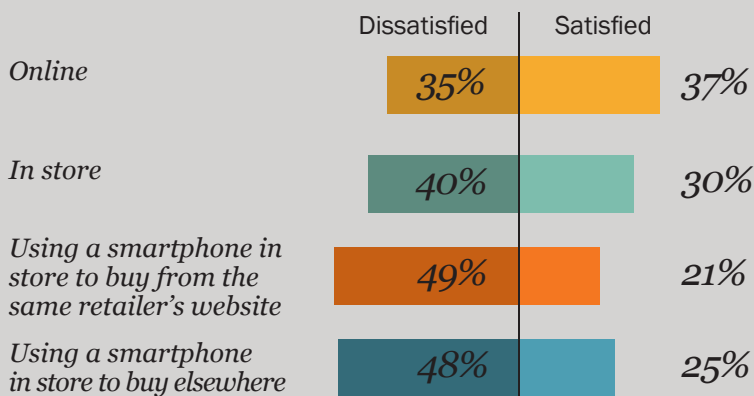


HOW GOOD IS 2015 HOLIDAY CUSTOMER SERVICE IN RETAIL?



35% of consumers are unhappy with the online experience

The holiday customer experience

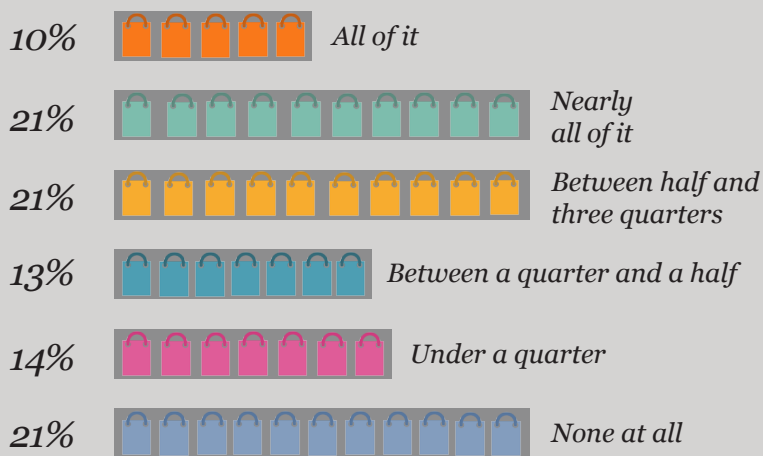


How were purchases made?



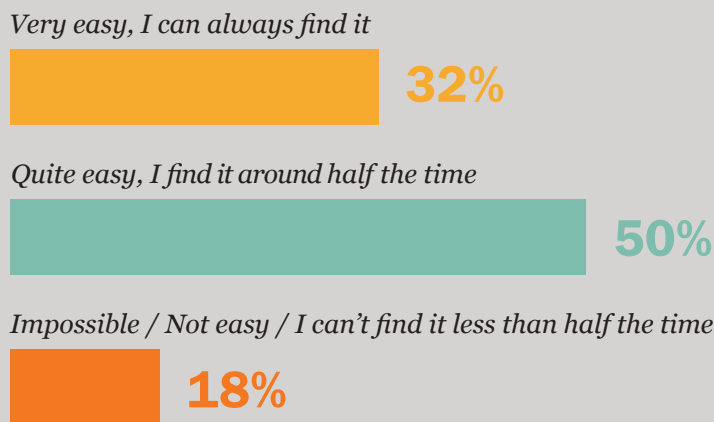
Festive shopping starts even earlier

What % of your holiday shopping have you completed?

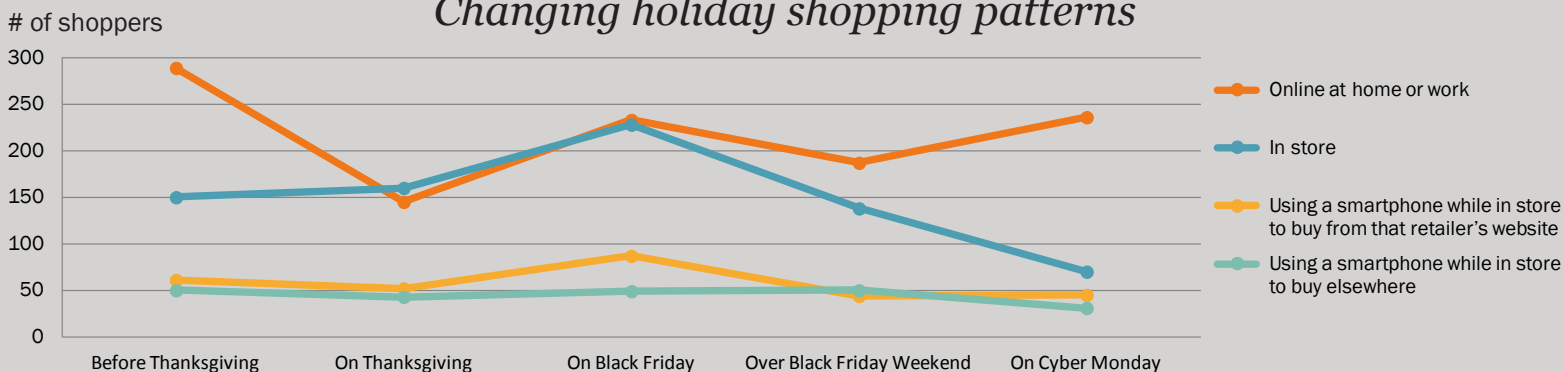


The online information gap

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



Changing holiday shopping patterns



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

