New Retail Multichannel Customer Experience Study from Eptica
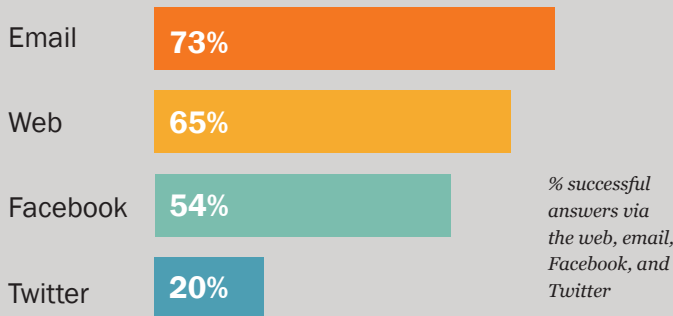
Eptica®

In this study multichannel customer interaction management software provider Eptica evaluated **500 U.S. retailers** on their ability to provide answers to 10 routine questions via the web as well as their speed and accuracy when responding to email, Twitter, Facebook and chat. Additionally we asked 1,000 consumers how long they were willing to wait for answers on these channels.
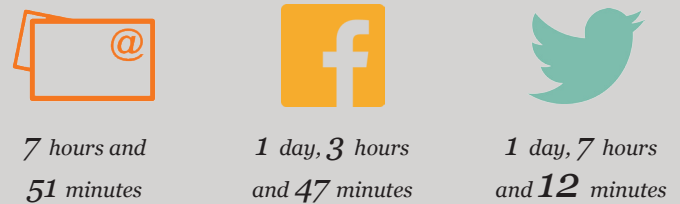
EMAIL FOUND TO BE STRONGEST CHANNEL FOR RETAIL CUSTOMER SERVICE

Clear gap developing between retailer performance and customer expectations on email, Twitter, and Facebook...
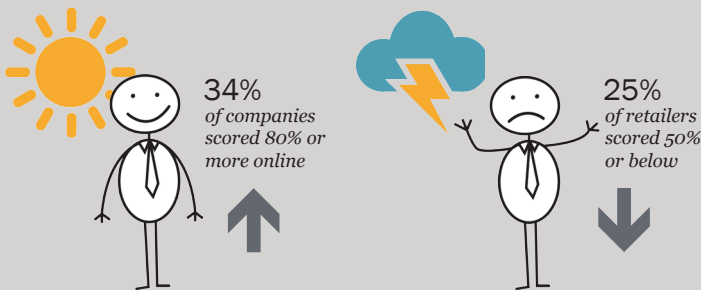
Questions successfully answered by channel

Email **73%**
Web **65%**
Facebook **54%**
Twitter **20%**

% successful answers via the web, email, Facebook, and Twitter

Chasm between best and worst brands

34% of companies scored 80% or more online

25% of retailers scored 50% or below

Chat – fast but underutilized

Average chat response time: **4 minutes & 28 seconds**

51% advertised chat but just **35%** were available when surveyed

CLOSED

Twitter versus Email

87% of companies had a Twitter handle

92% of companies had email for non-customers

25% responded to a tweet

64% responded to an email

20% provided a successful answer

54% provided a successful answer

Average response times

@ **7** hours and **51** minutes

f **1** day, **3** hours and **47** minutes

🐦 **1** day, **7** hours and **12** minutes

Failing to meet customer expectations

77% of consumers won't wait more than **6 hours** for a response on email

85% of consumers expect an answer on Facebook within **6 hours**

64% demand an answer on Twitter within **60 minutes**

Fastest and Slowest

Fastest Twitter response
00 MIN **15** SEC

Slowest Twitter response
51 DAYS

Fastest Facebook response
01 MIN **00** SEC

Slowest Facebook response
43 DAYS

Fastest email response
00 MIN **48** SEC

Slowest email response
09 DAYS

MORE DOWNLOADS

➡ To read the press release go to www.eptica.com/retail-multichannel-study

➡ To download the full report, please visit www.eptica.com/500_retail_study_2015

RETAIL 2015 Eptica Multichannel Customer Experience Study

500 U.S. Retailers Surveyed