

The State of UK Retail Customer Experience

The 2019 Eptica Retail Digital Trust Study evaluated the customer experience of leading UK fashion and food retailers

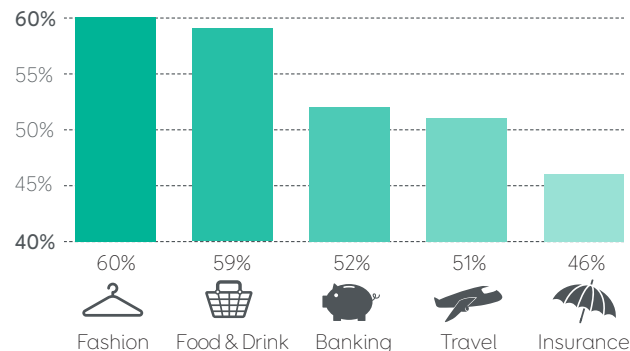
Retail customer experience is improving (just)

59%

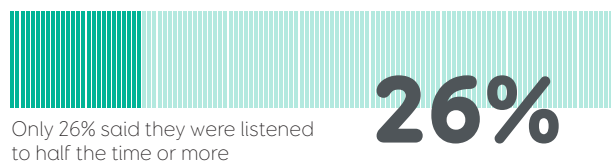
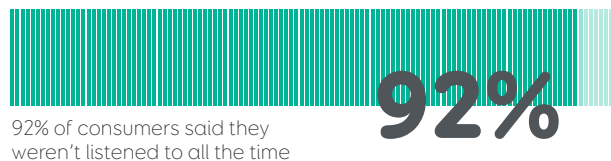
Questions answered via web self-service and across email, Twitter and Facebook channels - **up 4%** from 2017

but 41% of queries receive no answer at all

Retail sectors lead the way



Are retailers listening? Survey of 1,000 consumers



Retail CX isn't multichannel

the biggest focus seems to be on the web....

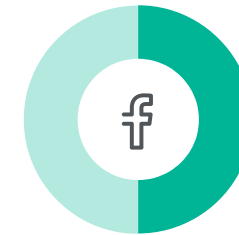
Questions successfully answered by channel



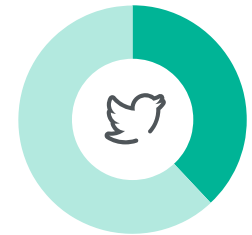
83% Web Self Service



68% Email



50% Facebook



38% Twitter

A lack of joined up thinking

on average...



Facebook is **2x** as fast as Twitter



Facebook is **15x** as fast as Email

all to answer the same question!

| Channel | Average |
|---------|---------------------------|
| | 10 hours and 19 minutes |
| | 43 minutes and 24 seconds |
| | 1 hour and 56 minutes |



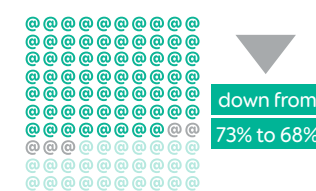
One fashion retailer answered on Twitter in 50 hours, 3.5 hours on email and 3 hours on Facebook!

A food retailer answered within 1 minute on Facebook but took 23 hours on email...

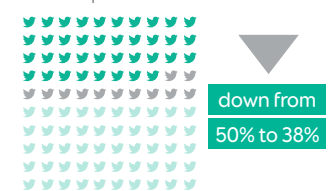


Improvements since 2017 are patchy

Email results are down



Twitter plummets



Facebook rises up



Self-service goes up



Comparison of retail sectors

| | EMAIL | WEB | TWITTER | FACEBOOK |
|--------------|-------|-----|---------|----------|
| Fashion | 55% | 83% | 50% | 50% |
| Food & Drink | 80% | 80% | 25% | 50% |