

# The 2015 Eptica Multichannel Customer Experience Study



In this study Eptica evaluated 100 leading UK companies 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 and chat, repeating research carried out since 2011. The research aims to mimic the behaviour of ordinary consumers across digital channels.

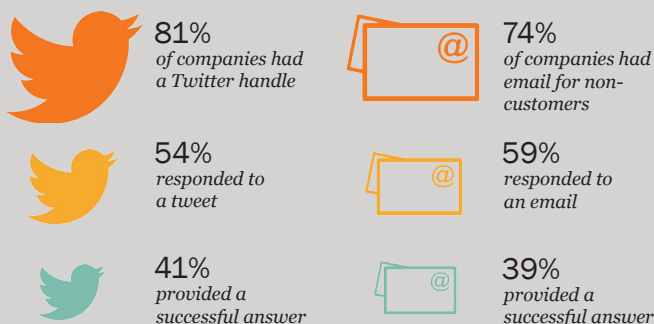
## UK BRANDS ARE FAILING TO IMPROVE THE STATE OF UK CUSTOMER SERVICE

### Over half of questions left unanswered

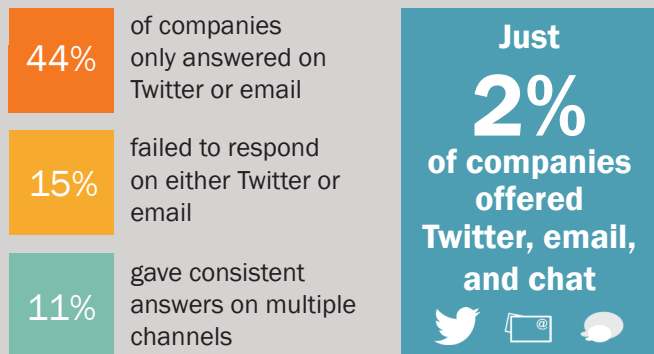
Companies successfully answered just 48% of questions asked on the web, email and through Twitter



### Twitter versus Email



### Unichannel, not Multichannel

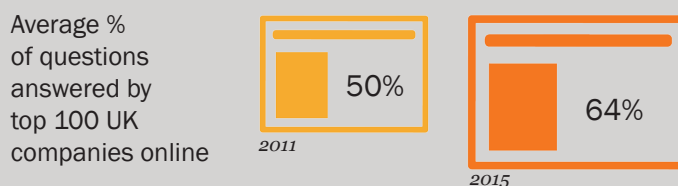


### Chat – accurate but underutilised



Twitter overtakes email for fast, accurate customer service for the first time in 2015...

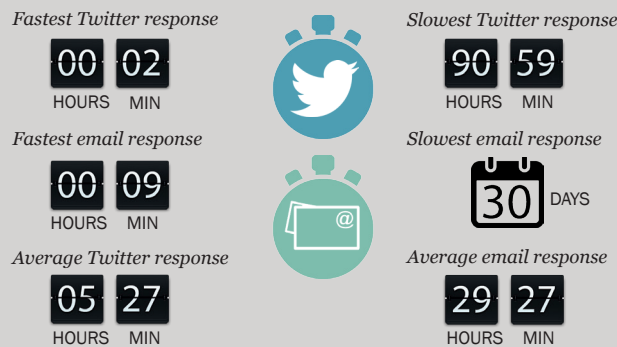
### Improvement in web customer service



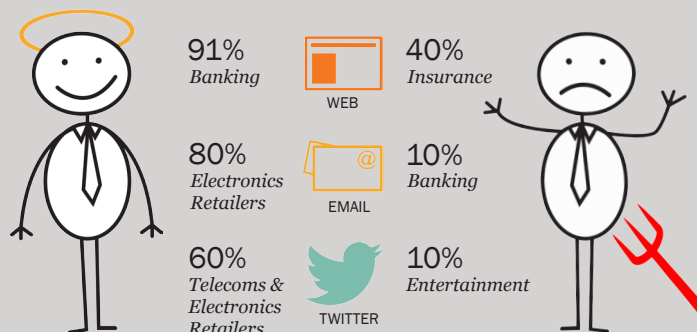
### Growing chasm between best and worst brands



### Email and Twitter speed



### Best and worst sectors for accuracy



To read the press release go to [www.eptica.com/mces2015\\_news](http://www.eptica.com/mces2015_news)

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