

THE NEW EPTICA MULTICHANNEL CUSTOMER EXPERIENCE STUDY




Analysis of 100 leading UK companies, across 10 sectors
 How simple is it to get answers to routine customer questions via the web, email, Twitter and chat?
 How has this changed since 2012?

CAUTIOUS IMPROVEMENT THE STATE OF UK CUSTOMER SERVICE

UK companies are struggling to deal with the rise of the consumer and the explosion in digital interactions.

Twitter performance

Unsurprisingly Twitter was faster than email, proving to be eight times quicker, with an average response time of 8hrs and 37mins.

 76% of companies had a Twitter handle

 53% responded to a tweet

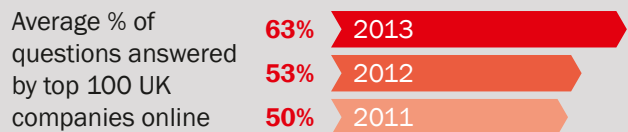
 39% provided a successful answer

Twitter average successful response **8hrs 37mins**



Email average successful response **61hrs 39mins**

Online customer improvement



8/10 sectors were slower when responding to questions via email



Speed of email response



The fastest sector to answer was **Entertainment**, with an average response time of:
22 HOURS 19 MINUTES

Only 3/10 of these companies successfully answered the question.



In 40% of cases the customer would have needed to re-contact the company to receive an answer, showing that speed had been sacrificed to accuracy.



The slowest sector to answer was **Banking**, with an average response time of:
190 HOURS 17 MINUTES

The quickest bank took 22 hours to respond, and then asked that the customer call them!

Both the slowest two were over 400 hours – more than 16 days.



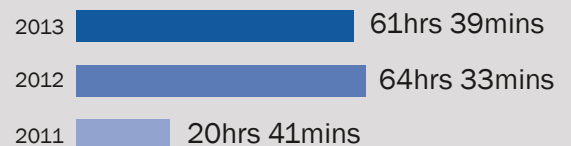
It took one electronics retailer just 7 minutes to successfully answer a question.



Another, in the same sector, took over 9 days to answer the same question!



Email response times are not improving fast enough



1 in 8

companies gave the same answer across two channels.



To read the press release go to <http://www.eptica.com/The-new-Eptica-Multichannel.html>

To download the full report visit <http://www.eptica.com/Confirmation-Multichannel-Study.html>