

## Methodology

Eptica evaluated the experience provided by 40 leading UK retailers, in four sectors, by asking routine questions via the web, email, social media and chat. To add further depth, Eptica also surveyed 1000 consumers on their experiences with retailers.

March 2017

The study shows a **growing chasm** between what customers want and what retailers are offering: **under 50% of consumers** said they were happy with the experience received on the web, email, social media.

## 1 - Performance

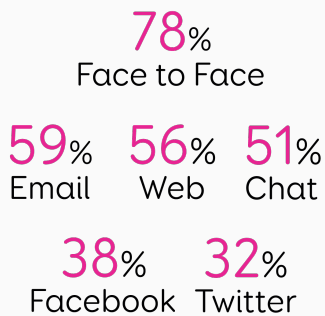
46% of questions left unanswered

	2017	2016
Overall	46%	45%
Web	38%	35%
Email	26%	45%
Facebook	61%	41%
Twitter	56%	55%
Chat	25%	13%

Percentage of questions that did not receive a response

## 2 - Customers less happy on social media than on email

You are now more likely to receive a successful answer to a query on email than on social media.



	Email	Twitter	Facebook
2017	23hr 27m	2hr 42m	3hr 43m
2016	32hr 53m	5hr 40m	6hr 36m

Drop in response times between 2016 and 2017 on email, Twitter and Facebook

Percentage of consumers saying they received a good/very good experience by channel

## 3 - Consistency is lacking

**58%** of retailers provide different answers to the same question across multiple channels.

Only 3 companies responded on 4 channels (7.5% of retailers).

- Email
- Twitter
- Facebook
- Chat

and



## 4 - Chat use is growing

25% of retailers use chat (13% in 2016).

**85%** of chat sessions successfully answered the consumer's question (against just 60% in 2016).