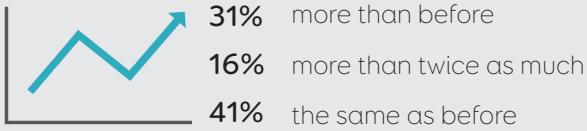


The Benefits of Customer Experience Automation

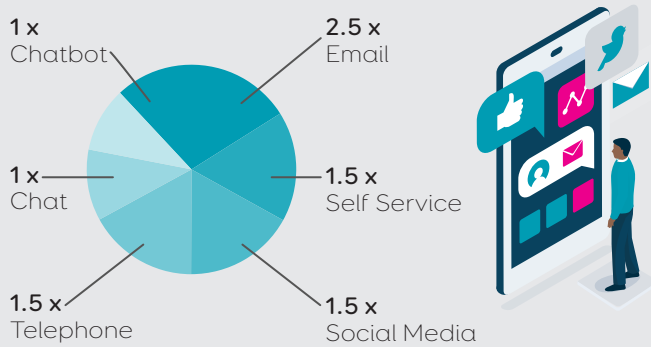
How it improves service and increases efficiency

Consumers are contacting brands more compared to 5 years ago...



Contact across multiple channels...

On average 9 x contacts per person, per month:

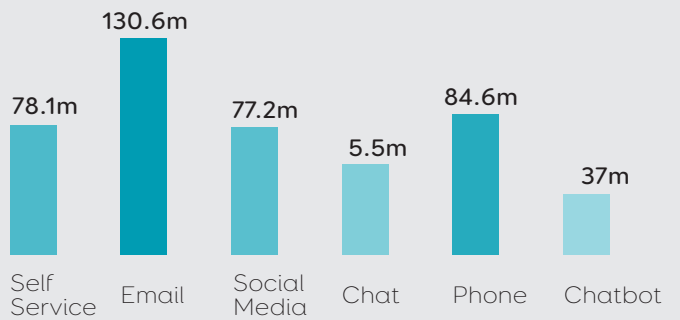


On more and more channels...



Across the UK Adult Population...

463.5 million monthly contacts from 52.4m UK adults¹:



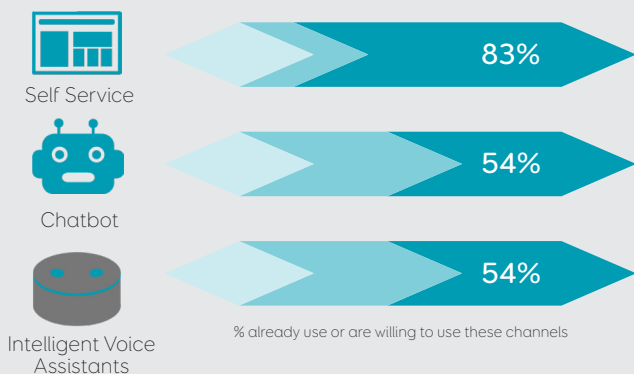
£1.227 billion - the monthly cost to brands...

Channel	Self Service	Email	Social Media	Chat	Telephone	Chatbot
Cost per Interaction ²	Negligible	£3.37	£3.07	£3.82	£4.00	Negligible
Monthly Total	n/a	£440.44m	£236.98m	£211.99m	£338.31m	n/a

Reducing routine contacts by 10% would save over £122 million monthly ...that's **£1.46 billion** per year!

Consumers are happy to help themselves...

They want to use automated options for faster answers:



The Eptica CX Automation Study is based on research carried out with 1,000 UK consumers in September 2018.