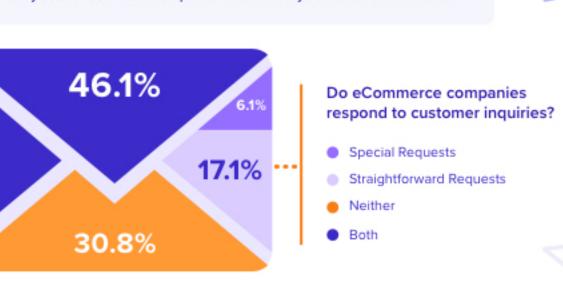
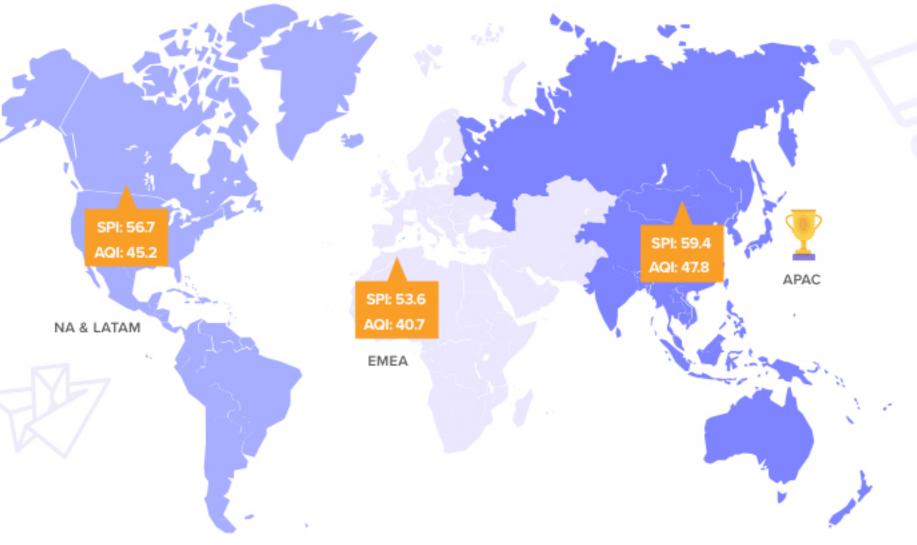
Customer Service Benchmark Report

eCommerce

Regional performance on the Answer Quality Index and Support Performance Index

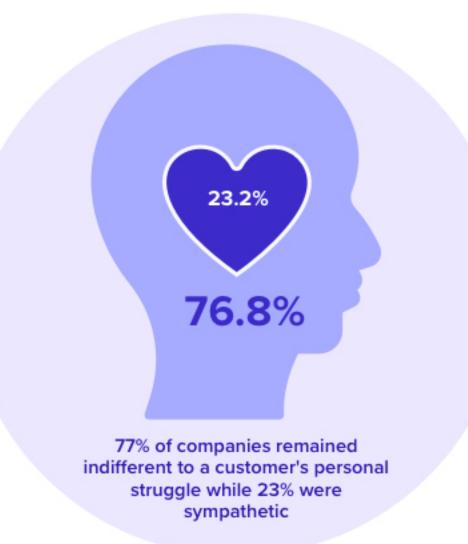




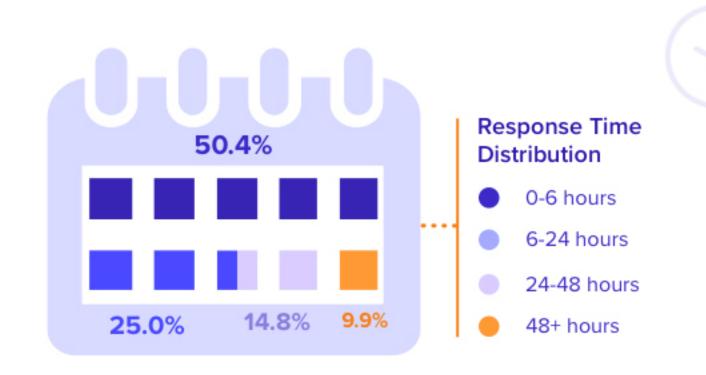


SPI Leaderboard SPI 👃 Company Country OF 104.90 PRINCESS 103.44 103.34 Payless 101.45 100.73 **Universal Store**

The companies that provided the most comprehensive, personalized and meaningful responses, scoring highest on our Support Performance Index



Country	↓ Average SPI	Special Request Response Time (hrs)	Standard Request Response Time (hrs)
AUSTRALIA	65.2	19.8	19.8
NETHERLANDS	64.4	18.7	18.7
SINGAPORE	60.7	7.5	7.5



United States

Eddie Bauer

United States

50%

Maximum

9%

Minimum

Companies that Provided the Highest Discount When Requested

A'GACI

United States

50%

Consumer Electronics companies provide the worst support







Average AQI: 48.0



APPAREL & FASHION Average SPI: 58.8 Average AQI: 47.9



SPORTING GOODS Average SPI: 58.7 Average AQI: 44.4



HEALTH, WELLNESS & BEAUTY Average SPI: 53.7 Average AQI: 43.3



BOOKS & STATIONERY Average SPI: 51.5 Average AQI: 40.5



HOME, FURNISHINGS & ACCESSORIES Average SPI: 51.2

Average AQI: 40.8

To get the details of our study, please visit https://www.netomi.com/research-report-customer-service-benchmark-report-retail-2020



CONSUMER ELECTRONICS Average SPI: 50.1 Average AQI: 38.3



4.1% Personal **Greeting Only**



18.4% Personal Sign-off Only

dressbarn

United States

Moores

+

Canada

18.7%

Average

15.0%

Median

CSAT surveys are extremely rare. Only 20.8% of companies sent a CSAT survey.

eCommerce companies use of personalization in customer support email responses

Netomi's proprietary Support Performance Index (SPI) measures personalization, answer quality, empathy and responsiveness. Netomi's Answer Quality Index (AQI) measures the usefulness and meaningfulness of a response.