

Deep Audit — Multi-Channel Report

REF: EL-DA-2026-007 · SAMPLE

CLIENT

Bramblewick & Co.

CHANNELS

Chat · Email · WhatsApp

INTERACTIONS

40

TEST WINDOW

27 Apr – 22 May 2026

EXECUTIVE SUMMARY

74 / 100

Overall support score

69 / 100

Sector benchmark (retail)

63%

First-contact resolution

4 / 40

Journeys unresolved

Bramblewick performs above the UK retail benchmark overall, carried by an excellent live chat opening experience and genuinely warm agent tone across all channels. The gap to a great score is concentrated in two places: email, where first responses average 26 hours against a sector norm of 12, and cross-channel consistency, where the same question received materially different answers depending on where it was asked.

CHANNEL COMPARISON

Channel	Score /100	Verdict	First response	Resolution rate	vs benchmark
Live chat	82	Strong	38 sec	85%	+11
WhatsApp	76	Strong	4m 02s	75%	+5
Email	61	Mixed	26h 18m	60%	-8

SCORES BY DIMENSION (ALL CHANNELS)

Dimension	Chat	Email	WhatsApp	Status	Headline
Speed	9	4	8	Attention	Email is the outlier
Tone & empathy	8	8	9	Pass	Consistent brand voice
Accuracy	7	6	7	Attention	Policy answers vary by channel
Ownership	6	5	7	Attention	Escalations stall in email
Resolution	8	6	7	Pass	Good when answered at all

Deep Audit — Findings & Priorities

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PRIORITISED FINDINGS

HIGH

Finding 1: Email first-response time is more than double the sector norm

Across 15 email journeys the average first response took 26h 18m; three took over 48 hours and two were never answered within the test window. Testers who emailed and then tried chat were resolved in minutes — meaning your slowest channel is silently training customers to abandon it.

Recommendation: Set a 12-hour first-response SLA, add an auto-acknowledgement with a realistic timeframe, and route aged emails to the chat team during quiet periods.

HIGH

Finding 2: The same question gets different answers on different channels

Our refund-eligibility scenario was run identically on all three channels. Chat said 30 days, email said 28 days, WhatsApp asked the customer to call. Inconsistency at this level erodes trust and generates repeat contacts.

Recommendation: Create one canonical policy knowledge base consumed by all channels, and retire channel-specific macro libraries.

MEDIUM

Finding 3: Escalations have no visible owner in email

Escalated email journeys received a 'passing this to the relevant team' reply and then, in 3 of 5 cases, nothing further without a chase from the tester.

Recommendation: Give every escalation a named owner and a committed update time in the first reply; measure 'time to next update', not just time to close.

MEDIUM

Finding 4: WhatsApp response gaps during evenings

WhatsApp performed well in office hours but journeys started after 6pm waited until the next morning with no expectation-setting message.

Recommendation: Add an out-of-hours auto-reply stating when the customer will hear back — the gap matters less than the silence.

LOW

Finding 5: Chat closes without confirming resolution

Mirroring the Snapshot pattern: strong openings, weak closes. Agents resolve the issue but rarely confirm satisfaction or summarise next steps.

Recommendation: Two-line closing macro, monitored in QA sampling.

Deep Audit — Benchmark & Next Steps

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SECTOR BENCHMARK POSITION

Benchmarked against Elevating's UK retail panel (anonymised, rolling 12 months), Bramblewick sits in the 64th percentile overall: 88th percentile for tone, 71st for chat speed, but 22nd percentile for email responsiveness. Closing the email gap alone would lift the blended score to approximately 81/100 — top-quartile territory.

30 / 60 / 90 DAY PLAN

Horizon	Action	Owner (suggested)	Expected impact
30 days	Email SLA + auto-acknowledgement	Support lead	Email score 61 to ~70
30 days	Closing macro on chat & WhatsApp	Team leads	Resolution clarity
60 days	Single policy knowledge base	Ops manager	Accuracy +1–2 pts/channel
60 days	Escalation ownership model	Support lead	Unresolved rate halved
90 days	Re-test all channels (Elevating)	—	Verify gains, reset benchmark

FINDINGS CALL

Your 60-minute findings call is included in this audit. We will walk through every journey transcript, agree priority owners, and leave you with the prioritised fix list in editable form.

METHODOLOGY

40 anonymised test journeys were run by 9 UK-based human testers across realistic scenario types: order issues, returns and refunds, product questions, complaints, and edge cases. Every interaction is scored independently by two reviewers against Elevating's standard framework; disagreements are adjudicated by a senior reviewer. Findings describe systems and processes, never named individuals.