

## Enterprise Quarterly Review — Q2 2026

REF: EL-ENT-2026-Q2-003 · SAMPLE

## CLIENT

Bramblewick &amp; Co.

## COVERAGE

All 4 channels, monthly

## INTERACTIONS (QTR)

126

## ACCOUNT MANAGER

S. Whitfield

## QUARTER AT A GLANCE

81 / 100

Blended score (Q2)

+7 pts

Change vs Q1

74%

First-contact resolution

1

Open high-severity items

Q2 delivered the strongest quarter since testing began. The email SLA programme agreed in the Q1 review has landed: first-response times fell from 26 hours to 9, lifting the email channel from 61 to 78 and the blended score into the top quartile of our retail benchmark. One high-severity item remains open — chatbot escalation failures introduced with the May bot update — and is the focus of July testing.

## SCORE TREND BY MONTH

Channel	April	May	June	Qtr trend	Status
Live chat	82	84	85	Improving	Strong
Email	66	74	78	Improving	Strong
WhatsApp	76	77	79	Improving	Strong
Chatbot / AI	72	58	62	Regressed in May	Mixed
Blended	75	76	81	Improving	Strong

## COMPETITOR BENCHMARK (ANONYMISED)

Metric	Bramblewick	Competitor A	Competitor B	Sector median
Blended score	81	77	84	69
Chat first response	36 sec	55 sec	29 sec	1m 40s
Email first response	9h	14h	6h	12h
First-contact resolution	74%	68%	79%	61%

# Enterprise Review — Findings & Risk

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## OPEN AND NEW FINDINGS

HIGH

### Finding 1: Chatbot escalation failures since the May release (OPEN)

Following the 14 May bot update, 6 of 18 chatbot journeys that required human escalation failed to hand over: the bot looped, restated the FAQ answer, or closed the session. Affected journeys scored the lowest of any interactions this quarter and the pattern persisted into June testing.

Recommendation: Roll back or hotfix the escalation intent set; we have supplied the 6 failing transcripts to your bot vendor and will re-test in the first July cycle.

MEDIUM

### Finding 2: Saturday staffing gap on WhatsApp

Weekend WhatsApp journeys waited an average of 3.5x longer than weekday equivalents, with no expectation-setting message. Weekday performance is now strong, which makes the weekend gap more visible to customers.

Recommendation: Either staff a Saturday rota or set honest automated expectations; mystery weekend testing will continue monthly.

LOW

### Finding 3: Refund confirmation emails lag the refund itself

Refunds are processed promptly but the confirmation email arrives up to 24 hours later, generating avoidable 'where is my refund?' contacts — we logged 3 such repeat contacts this quarter.

Recommendation: Trigger the confirmation from the payment event rather than the overnight batch.

## RESOLVED THIS QUARTER

Finding (from Q1)	Severity	Outcome
Email first-response SLA breach	HIGH	Closed — 9h average, verified across 3 cycles
Inconsistent refund policy answers	HIGH	Closed — single knowledge base live since April
No escalation ownership in email	MEDIUM	Closed — named-owner model verified in testing
Weak conversation closes (chat)	LOW	Closed — closing macro observed in 92% of journeys

## Enterprise Review — Q3 Plan

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### Q3 TESTING FOCUS

Cycle	Focus	Volume	Rationale
July	Chatbot escalation re-test	16 journeys	Verify fix for open HIGH finding
July	Standard 4-channel cycle	30 journeys	Maintain trend line
August	Peak-sale stress scenarios	34 journeys	Summer sale period pressure-test
September	Weekend coverage deep-dive	22 journeys	Close the Saturday gap finding

### EXECUTIVE REVIEW SESSION

Your Q2 executive review is scheduled with your account manager. The session covers this report, the competitor benchmark in full, and sign-off on the Q3 testing plan above. Board-ready slides are provided ahead of the session.

### ENGAGEMENT SUMMARY

Enterprise engagement includes monthly testing across all four channels, a dedicated account manager, quarterly executive reviews, trend tracking, and anonymised competitor benchmarking. All testing is performed by Elevating's UK-based human panel under our standard methodology and ethics policy: findings describe systems and processes, never named individuals.