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Sprinklr Launches Definitive Benchmarking Report On Social Media Customer Care

Proprietary analysis of more than 2 billion public messages from 13,000 organizations will help marketers evaluate social care maturity and compare strategies utilized by best-in-class brands.

NEW YORK--(BUSINESS WIRE)-- **Sprinklr (NYSE: CXM)**, the unified customer experience management (Unified-CXM) platform for modern enterprises, today released the definitive benchmarking standards report on social customer care. **The Sprinklr Social Customer Care Benchmarking Report** provides a data-based measurement of how well companies manage social customer care across three core areas: consumer appeal, brand responsiveness, and attention to customers.

The first social customer care benchmarking report from Sprinklr includes data from public digital sources at unique scale - leveraging Sprinklr AI to analyze more than 2 billion public messages from more than 13,000 brands from top brands across six industries: entertainment & media, financial services, food & beverage, health & pharma, retail, and technology.

“The ability to analyze messages at scale - more than 2 billion - allows us to create the definitive benchmarking report on social customer care,” **said Sprinklr Founder and CEO, Ragy Thomas.** “The report can be used to evaluate social care maturity within and across industries. Marketers can also compare strategies and tactics utilized by best-in-class brands.”

Some key best practices highlighted in the report include:

- **Post regularly to show you’re available.** Top technology brands post nearly 2x on Facebook and Twitter compared to other tech brands, while top food and beverage brands post 5x as many tweets as other companies in the sector.
- **Increase engagement to enable a strong foundation for care.** Leading financial services brands reply to 14x as many messages as other financial services companies, while the top retail brands built their followings by replying to nearly 4x as many messages as other retail brands.
- **Provide 24/7, fast care.** Top entertainment and media brands take less than 45 minutes to respond to customer inquiries on social media, while top financial services brands respond in two hours or less.
- **Focus on addressable public messages.** Entertainment and media brands have over 17x as many inbound messages as other industries on Facebook. Rather than sifting through masses of mentions, leading entertainment and media brands focus on responding to high-priority addressable messages.

“We see two things happen when growing companies create a unified customer care strategy across social media and traditional communication channels – customer happiness goes up and cost goes down,” **said Paul Herman, Vice President, Customer Engagement and Market Intelligence, Sprinklr.** “This report highlights how leading brands are achieving this successfully and provides the benchmarks brands need to measure their performance against industry peers.”

Click here to download the full report: **The Sprinklr Social Customer Care Benchmarking Report**.

Methodology
The **Social Customer Care Benchmarking Report: 2022 Industry Leaders** is a proprietary and independent analysis for businesses to compare their own social media-based customer support against industry peers. The report was developed using Sprinklr’s leading Modern Research product, which analyzes both owned and earned digital conversations. All benchmarks are based on a full year of data (September 8, 2020 – October 7, 2021). The full data set for this report encompassed over 13,000 global brands across six different industries — entertainment & media, financial services, food & beverage, health & pharma, retail and technology. More than 2 billion public inbound and outbound messages were reviewed and nearly 27 billion social media engagements were analyzed across 13k brands for this report. Sprinklr defines messages as any public mention of a brand, while engagements are likes, favorites, retweets, quote retweets, Facebook reactions, and comments or replies.

About Sprinklr
Sprinklr is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,000 of the world’s most valuable enterprises — global brands like Microsoft, P&G, Samsung and more than 50% of the Fortune 100.

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