How do you turn a product anomaly into an opportunity with your communications?

Computer Technology Company

Company Information

Technology

$78.7+ (USD) 2018 revenue

145,000+ employees

1984

Company Founded

Challenges

In the age of social media, consumers share issues with products they've purchased. The company wanted to get in front of that by:

- Listening to customers when sharing issues about Dell products
- Using what it heard to make future product improvements
- Providing customers with useful information for resolving issues

Solution

The computer giant used Sprinklr’s Social Listening and Content Marketing solutions to:

- Monitor for issue anomalies with Dell products
- Feed the information to product management for resolution
- Create useful content to proactively inform consumers

Features: Listening, Display

Business Value

$100M+ (USD) saved in prevented tech support calls and returns