How do you find the most important message in a sea of important messages?

European Telecommunications Company

- **Company Information**
  - Telecommunications
  - $1.7B+ USD 2014-15 revenue
  - 7,000+ Employees (2014-2015)
  - 2010 Company Founded
  - London, UK Company Headquarters

- **Challenges**
  - These days, consumers commonly share questions and concerns with companies via social media but prioritizing those incoming messages can be challenging. The 37-minute response time the company was achieving is testament to that.

- **Solution**
  - Using Sprinklr’s Social Listening Intuition (AI) and the existing staff infrastructure, the telecommunications company was able to more effectively prioritize messages and reply faster to customer queries.
  - Features: Social Listening Intuition (AI)

- **Business Value**
  - 7-minute response time (down from 37)
  - 83% engagement rate (up from 77%)
  - No extra personnel was used to attain these results