How AAA Club Alliance Saved Over $1 Million in Annual Efficiencies with One Unified Social Platform

Using Sprinklr's integrated platform, the AAA affiliate dramatically reduced the amount of time and money spent managing social content.

overview

With a large and widespread customer base, social care was challenging for AAA Club Alliance. The social team was using multiple tools to collect customer inquiries on social, which created some inefficiencies within the organization. As a result, the social team had issues with its SLA goals and encountered some conflicts in fulfilling the broader business objective of delivering value to members and partners.

solutions

- ✓ Used Sprinklr's Paid, Social Publishing & Engagement, and Social Listening to enhance internal communications.
- ✓ Used Automated Reporting to analyze SLA response time and identify the causes of certain inefficiencies.
- ✓ Implemented one unified platform to access a variety of metrics and insights related to content performance and paid campaign performance.

results

Saved **612 workdays** or **$149,878** with automated organic social performance reporting

Saved **1,560 workdays** or **$382,141** with automated paid reporting

SLA times dropped to **under one hour** from two business days

Increased reporting allowed teams to share new ideas and best practices to the wider organization

Eliminated silos by integrating all publishing, listening, engagement, and reporting efforts onto platform

www.sprinklr.com   info@sprinklr.com   sprinklr®

providing care for 12.5 million people across the U.S.

Providing customer care for 12.5 million members is a challenging task. But when members are spread across six time zones, 20 states, and five business units communicating on 75 social media channels, caring for customers becomes a daunting proposition.

That was the challenge for AAA Club Alliance (ACA), one of the largest club affiliates of the American Automobile Association (AAA), a federation of motor clubs throughout North America.

The ACA's Social Media Center of Excellence (CoE) oversees the social operations of five teams that are spread across the United States. Team responsibilities include providing customer care, publishing social content, executing organic and paid campaigns, and collecting data from those campaigns.

"Sprinklr has given me the ability to compare metrics easily from one market to another, one campaign to another, to see what copy or images are working and which ones aren't."

trevor grigsby
SOCIAL MEDIA EXPERIENCE MANAGER, COE

disjointed tools lead to inefficiencies

The CoE was using a variety of tools to manage responsibilities and reach audiences across the country, making it difficult to connect paid resources to the rest of the team's operations. Because the team used different tools for listening and publishing, it struggled to analyze customer feedback to create targeted audiences for future campaigns.

"Our team recognized the importance of social, and we were moving fast to incorporate it into our daily operations," says Lori Seaman, director of social media and digital marketing for the CoE. "But we outgrew the tools that we were using, and that drove us to pursue a more comprehensive solution."

The team's listening capabilities, for instance, simply weren't robust enough to meet its evolving needs. "There was a social listening tool that was overseen by the national office, but we lacked a centralized location for customer care, data, and social listening," says Trevor Grisby, social media experience manager for the CoE. "We had a way to measure sentiment, but it was insufficient."

Adding to the challenge, when partner clubs started relying more heavily on social media, ACA added even more tools. Many were simply workarounds for technical limitations of other tools.

wasting resources on manual tasks

Lori became acutely aware of the difficulties her team was experiencing. "We were running out of bandwidth, and much of that was due to how long it took for someone to build a robust campaign that was segmented across multiple audiences," she says. "It could take up to a day and a half, and there was much more important work we could have been doing instead."

What's more, one of CoE's most important social media tools had a mobile app that barely worked, which kept the team from working remotely. "Anything they had to do on weekends or while traveling, they couldn't do," Lori says. "We were blind until we could get home and log on. My team would have to bring their laptops everywhere, which was a strain on family time as well."

In other words, precious time, money, and talent were being taxed on inefficient and disjointed tools.

Although the ACA team was able to provide a high level of customer care, they knew it would be more efficient to use just one or two tools rather than many. To meet its goals, the CoE needed a unified tool that enabled easy collaboration, provided detailed metrics, and increased efficiencies.

aligning social efforts through one unified platform

That's when ACA found Sprinklr.

"When I was looking for something to help us take our advertising and analytics forward, I learned about what other companies were using," Lori explains. "A lot of them said, 'Sprinklr, Sprinklr, Sprinklr.' They told me that they could integrate marketing channel data with Sprinklr data, customize their environment, and customize their reports – all things we couldn't do with past solutions."

Sure enough, Sprinklr's unified platform – including the paid, social publishing and engagement, and social listening capabilities – allowed the CoE to align all of its social efforts in one place. It can now receive, analyze, organize, evaluate, and respond to all inbound messages for all social media accounts in one customizable monitoring dashboard.

"Our team recognized the importance of social, and we were moving fast to incorporate it into our daily operations. But we outgrew the tools that we were using, and that drove us to pursue a more comprehensive solution."

lori seaman
DIRECTOR OF SOCIAL MEDIA AND DIGITAL MARKETING, COE

"We do all of our publishing, asset management, and reporting through Sprinklr. Just having that common thread with everything in one place has been a tremendous improvement."

trevor grigsby
SOCIAL MEDIA EXPERIENCE MANAGER, COE

"We do all of our publishing, asset management, and reporting through Sprinklr," Trevor says. "Just having that common thread with everything in one place has been a tremendous improvement."

streamlining customer care and response time

With a built-in audit trail for customer mentions, the appropriate teams can respond to customer inquiries quickly and efficiently. As a result, the ACA dropped its average response time from two business days to below one hour.

"Sprinklr allows us to respond to all customer complaints, compliments, inquiries, and comments the moment they are received," says Amy Cameron, customer service coordinator for the CoE. "Our members are aware that we take their concerns seriously and will work to have them addressed."

Even when the team doesn't meet its response time goal, it can identify the exact cases and messages that caused the delay, allowing the team to evolve and improve its processes.

And when it comes to crisis situations, the CoE doesn't have to manually scour the web for brand mentions or rely on listening tools that aren't robust enough. The team can instead set up a listening query, ensure that executives are aware of the latest chatter, and access the real-time chatter that's driving any sort of situation.

"We can quickly set up a listening query, get our executives looped in, and get our arms around an issue," explains Lori.

saving time and money with automated reporting

One of the team's biggest challenges was reporting, which could take up to two full days to complete. Now, it can be done automatically and shared between teams in real time. This has saved the team valuable time and resources.

"We've been able to go from spending hours taking screenshots and copying and pasting into a PowerPoint presentation to having the template right there," says Trevor. "We're talking about tremendous amounts of time saved with reporting itself."

To be exact, over 12 months, the team saved 612 workdays, equivalent to $149,878, with Sprinklr's organic social reporting. The paid reporting capabilities helped save approximately 1,560 workdays, equivalent to $382,041. That's almost six years of work eliminated.

Sprinklr also provides more in-depth reporting and analytics – surfacing insights ACA had rarely seen before.

"Sprinklr has given me the ability to compare metrics easily from one market to another, one campaign to another, to see what copy or images are working and which ones aren't," Trevor says. "I have a global view of all published content and paid campaign performance, which allows me to see both successes and inconsistencies within the landscape of the CoE."

"We've been able to go from spending hours taking screenshots and copying and pasting into a PowerPoint presentation to having the template right there. We're talking about tremendous amounts of time saved with reporting itself."

trevor grigsby
SOCIAL MEDIA EXPERIENCE MANAGER, COE

"We have a pretty lean team, and Sprinklr allows us to do a lot more with what we have."

lori seaman
DIRECTOR OF SOCIAL MEDIA AND DIGITAL MARKETING, COE

Sprinklr's reporting tool is also highly customizable. "It allows us to access the exact data we want," says Lori. "We have so many metrics that it feels like anything we want is available. We're able to pull whatever information the leadership wants to see, and we've never run into a roadblock."

breaking down silos across the organization

Now that social listening, campaign management, and reporting are all in the same place, all teams have a unified view of content and performance. This enables them to break down silos and use insights across teams to build targeted campaigns.

"I'm able to look at campaigns run by our mid-Atlantic lead that might use different messaging but target the same demographic," Trevor explains. "I can then go in through the ads manager and adjust other campaigns according to results from previous ones."

He adds, "Because we've been able to be more specific with the people we target, our rate of engagement has definitely increased."

"We no longer have mental limits when it comes to optimizing ad campaigns," says Lori. "We now have everything we can imagine at our fingertips. We have a pretty lean team, and Sprinklr allows us to do a lot more with what we have."

over $1 million saved in personal efficiencies

With Sprinklr, the CoE leverages a single, unified platform that provides extraordinary value for partner clubs and members.

In one year, ACA has seen $1,163,079 in total annual personal efficiencies. That includes 77 hours saved per week planning content ($122,571 annually) and five minutes saved per published post leveraging an asset ($95,879 annually). They also substantially decreased time spent planning social content from 80 hours per week to three hours per week.

Moving forward, the CoE can continue to sharpen its ad performance and improve ROI. "The Sprinklr audience building tool is phenomenal," says Lori. "We're able to tag, and package, and retarget to profiles based on whatever criteria we set."

The future is bright, yes, but there's no understating the immense task that Lori and CoE already accomplished: Uniting 75 social channels across 20 states on one unified platform to deliver unprecedented service and care to 12.5 million valued customers.

"We can quickly set up a listening query, get our executives looped in, and get our arms around an issue."

lori seaman
DIRECTOR OF SOCIAL MEDIA AND DIGITAL MARKETING, COE

"I have a global view of all published content and paid campaign performance, which allows me to see both successes and inconsistencies within the landscape of the CoE."

trevor grigsby
SOCIAL MEDIA EXPERIENCE MANAGER, COE

sprinklr®