



How Social Media Fuels Digital Transformation at Shell

One of the world's largest energy companies reduces costs, mitigates risk, and saves time with Sprinklr's unified social technology



Modern Marketing



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FEATURES: Social Media Advertising, Listening, Benchmarking, Display, Reporting, Automation, Dashboards

CHALLENGE

The marketing department sought to deliver personalized customer experiences, at scale, across a global organization.

SOLUTION

- Using Sprinklr's unified social platform, the brand is now equipped to provide a more powerful, consistent experience through marketing and advertising.

PRIMARY BUSINESS OUTCOMES



Adoption of unified social technology, which brought together previously siloed teams.



Improved insights into the customer journey leading to better engagement and a stronger customer experience.



Executive visibility into every step of social campaigns, including creation, publication, and amplification.



Royal Dutch Shell is on a global mission to produce more and cleaner energy.

What started out in 1833 as an antiques firm selling—among other things—shells, is now number seven on the Fortune Global 500, number 20 on the Forbes 2,000 list of largest companies and one of the most valuable and recognized brands in the world.

In recent years, Shell has become something else: a pioneer in digital transformation.

The company just pulled off a previously unimaginable feat in engineering — completing the development of the Stones platform in the Gulf of Mexico, the deepest offshore oil and gas producing project in the world. Meanwhile, 4,900 miles away, in another part of the world, employees at Shell’s London headquarters were working to pull off another feat: demonstrating that a large global organization can still deliver personalized customer experiences, at scale.

A NEW CORPORATE MINDSET AND MANDATE

“Our journey started with embracing the human side of Shell,” says Dean Aragon, CEO of Shell Brands International and Global VP of Brand. “This is a large multinational organization, yes, but our customers are human. We need to be able to connect to them on that level.”

The marketing strategy became less about “marketing” the brand. “We flipped the syntax and made everything about our customers,” Dean continues. “Shell is not the subject—our customers, our stakeholders, our target audiences are the subject. We are the predicate.”

“Once we embraced that mindset, we found the courage to pursue it.” Under Dean, Shell’s brand budget shifted from being primarily driven by traditional channels, to digital and social. “80% of our budget is now allocated to social and digital. Why? Because we know that these channels allow us to reach and engage with customers at scale,” Dean says.

EMBRACING SOCIAL AS THE KEY TO TRANSFORMATION

Americo Silva joined Dean’s team in 2015 to lead the company’s global social media efforts. In doing so, he would embrace all the opportunities and obstacles that came with it.

“Social offers endless possibilities,” Americo says. “It allows us to create more personal, genuine customer experiences. Ultimately, it can help us transform our brand in the eyes of our customers.”

Shell by the numbers



Founded in 1833



#7 on the Fortune Global 500



#20 on the Forbes 2,000 list of largest companies



92,000 employees on average



\$233.6 billion: 2016 revenue



But with abundant room for growth comes commensurate room for error. “Social is a difficult beast to tame. In a corporation like our, with multiple businesses and audiences all over the world, things get complex quickly,” he says.



Shell had a social media presence stretching across 100 accounts and dozens of social teams worldwide

OVERCOMING SILOED TEAMS, PROCESSES, AND TOOLS

“I remember my first day on the job,” recalls Americo. “I had a queue of people at my desk complaining about the technology that we were using for social media management.”

That was just the tip of the iceberg.

“There was very little measurement, campaign planning, or cross-team collaboration. The process was not at all streamlined and our team was struggling as a result,” explains Davey Strachan, Shell’s Digital Operations Manager.

Shell had a social media presence stretching across 100 accounts and dozens of social teams worldwide. So there was a social media strategy in place, and the right individuals to carry the torch. Yet too many silos stood in the way of progress.

“Every market and team was interacting with customers on social, but we couldn’t really work together,” Americo adds. “We didn’t act like one brand and I think that was evident to the customer.”

ADOPTING A UNIFIED CUSTOMER EXPERIENCE PLATFORM

“One of my most critical decisions was to identify the best-in-class social media platform in the market,” Americo says. “After a lengthy process, we selected Sprinklr. It was the only platform robust enough to serve our needs as a global organization and innovative enough to keep up with our aspirations for social.”

The benefits of having a unified customer experience platform were almost immediately obvious, Davey says.

“We have visibility every step of the way for every campaign—from content creation, to approvals, to publication, to amplification through paid,” he says.

“As a result, we can move through the content lifecycle much more efficiently than ever before, and with fewer errors.”

There’s also greater visibility into the customer journey. “We can tie activities and outcomes from social to other parts of the customer journey—whether that’s a digital conversion on our site or a customer service question on Twitter,” he continues.

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Global Head of Digital
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Shell



DELIVERING A MORE UNIFIED BRAND EXPERIENCE

Shell has now unified social operations on Sprinklr across two key customer-facing functions: marketing and advertising.

“It really improves the experience internally, on the way people manage social, and it empowers a bigger group of people to have access to the information they need to do their jobs effectively,” Americo says. “You can detail by business, you can detail by geography, you can detail by particular pieces of work. This cuts down risk, cost, and time.”

While the internal benefits are noteworthy, it’s the external benefits that they’re most proud of.

Because multiple teams are working from the same platform, those teams can communicate in one brand voice. And because they’re engaging with customers in a consistent way, and adding value during every interaction, their customers want to continue the conversation.

Last, but not least, the customer’s experience is more meaningful. “We’re working together to provide a consistent experience for our customers,” says Americo. “And proving to them—one interaction at a time—that we’re here to put them first.”

“We’ve been able to grow our audience; we see thousands of customer engagements every month; and some of our most passionate advocates are our customers”



AMERICO SILVA
*Global Head of Digital and Social Media
Shell*