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

Computer Technology Company

Company Information	Challenges	Solution	Business Value
Technology	In the age of social media, consumers share issues with products they've purchased. The company wanted to get in front of that by:	The computer giant used Sprinklr's Social Listening and Content Marketing solutions to:	$100M+ (USD) saved in prevented tech support calls and returns
$78.7+ (USD) 2018 revenue	✓ Listening to customers when sharing issues about Dell products	✓ Monitor for issue anomalies with Dell products	
145,000+ employees	✓ Using what it heard to make future product improvements	✓ Feed the information to product management for resolution	
1984 Company Founded	✓ Providing customers with useful information for resolving issues	✓ Create useful content to proactively inform consumers	
		Features: Listening, Display	