

SOCIAL + MESSAGING SUITE

ADVERTISING

CARE

EXPERIENCE

MARKETING

How do you serve customers twice as fast with less than half the effort?



## Choice Hotels

Travel & Hospitality

**\$1B+**

(USD) 2017 revenue

**6,800+**

properties

**40+**

countries and territories worldwide

**1,900+**

employees

## Challenges

An international hotel chain with several brands and thousands of properties worldwide, Choice Hotels was having trouble handling inbound messages from its many social channels. In a business where service is everything, it needed to find a way to respond faster to customers on social.

## Solution

Sprinklr helped the customer care team filter posts easily based on priority, access posts simply through shared dashboards, and respond to customers quickly using “one-click” macros.

Features: Dashboards, Macros

## Business Value

**203%** increase in message responses

**67%** reduction in message response time

