



MOEN How Moen Became a Leader in Style, Service, and Social

Moën broke down internal silos and gained important insights across marketing, advertising, and care.



Modern Advertising



Modern Marketing



Modern Care



Modern Engagement

North America’s number one faucet brand, Moën, increased efficiencies for social care and advertising by uniting teams on Sprinklr and decreased SLA times by 68 hours.

CHALLENGE

Before Sprinklr, Moën used multiple tools across marketing, advertising, and care. They did not receive the insights needed to create a more streamlined, efficient social strategy.

SOLUTIONS

- Moën adopted Sprinklr’s Social Listening, Benchmarking, and paid module across marketing and advertising all powered by Amazon Web Services (AWS)
- Harnessing the power of Sprinklr and AWS, Moën bridged the silos between care, marketing, and advertising teams and now have a detailed view of which channels, content, and strategies resonate best with their customers.

PRIMARY BUSINESS OUTCOMES



180% decrease in response time



Ability to optimize advertising campaigns in real time



Received executive buy-in by using sophisticated reporting functionalities



Moen Inc., North America's leading faucet brand, has provided faucets, showerheads, and bath accessories since 1939. As the brand evolves into the digital age, it has focused on maintaining its reputation for dependability, while distinguishing itself as a leader in innovation, style, service – and now, social.

Lauren Ganim, senior digital marketing manager, and her team have been able to differentiate themselves by proving that even showerheads and faucets can be marketed in an innovative, compelling way. Case in point: last year, the company was chosen by Instagram to beta-test Instagram Stories alongside tastemaking brands like Red Bull. Moen's success story was featured at F8, Facebook's two-day developer conference.

CREATING INNOVATION WITH THE RIGHT TOOL

But the marketing team did not get to this point overnight. Brittany Neish, senior social strategist and community cultivator, recognized early on that the right technology support could decrease inefficiencies and create a more transparent and metrics-driven process.

Moen knew that their customers were not having great social experiences and wanted to find a tool that could streamline work across their customer care and advertising teams.

"One of the first projects I worked on when I came on board was an extensive social and PR tool audit," Brittany says. "Our team looked across the board, vetted several different social and PR tools to find the best platform to create efficiencies across care and advertising."

The customer care process on social media at the time took up to 72 hours and didn't yield concrete data on what types of complaints and comments were trending. When the marketing team got a complaint on social, they would request customer contact information through direct message, and then pass the complaint and contact information on to the care center. This process was inefficient and costly as it required a significant amount of time from the marketing team and care agents.

And while Moen had a social marketing point solution at its disposal, the tool didn't help the team improve its customer care process. The team also had similar complaints when it came to their previous tool's social listening capability.

"It was clunky to create new queries — we either had to know boolean logic or pay the team to do it for us," Lauren says. "In the end, we had to shell out incremental dollars to get the value that we needed out of that particular tool."

Moen by the numbers



Founded in 1939



*#1 Faucet Brand
in North America*



*Over 20 awards received
for their products*



Moen's advertising agency was using yet another tool, 4C, to create, publish, and report on paid social campaigns, but the Moen team did not have access to this tool, giving the team no way to extract real-time data or insights.

"At the end of the day, we knew that these inefficiencies meant that our customers were not receiving the best experience possible when interacting with Moen across social," says Brittany. "We needed a better, more robust tool to help us facilitate all aspects of our social media program."



Within six months of onboarding with Sprinklr, the SLA time for Moen's social team fell from 72 hours to eight hours.

BRIDGING SILOS WITH ONE UNIFIED PLATFORM

The team knew they needed a platform that solved for these multiple use cases, that would create efficiencies across departmental functions, and consolidate the tools they were using. Sprinklr fit the bill.

"Sprinklr really was the most sophisticated partner and offered the most robust service offering," says Lauren. "We went with Sprinklr because we felt that we could grow with the tool."

Within six months of onboarding with Sprinklr, the SLA time for Moen's social team fell from 72 hours to eight hours. Now it's down to four.

Seeing its potential, Lauren and her team adopted Sprinklr's Social Listening, Benchmarking, and paid module across marketing and advertising. Doing so allowed them to bridge silos between care, marketing, and agencies.

"Before, when everything was so siloed, it was impossible to centralize our data in one place or understand what was happening from a social standpoint across the industry," says Brittany. "Now that we have Sprinklr, it's provided that transparency and efficiency we lacked before."

CREATING NEW CUSTOMERS THROUGH SOCIAL

The solutions Moen implemented using Sprinklr powered by Amazon Web Services (AWS) have given the team a detailed view of the channels, content, and strategies that are resonating the best with their customers.

Using a keyword search, the team has been able to identify people who are likely to remodel their homes in the near future. The team can then respond to these targets with recommended products or helpful information.

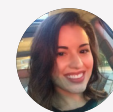
"These potential customers may not be mentioning Moen directly, but we want to inject ourselves into these conversations proactively," Brittany explains. "We want to be a part of these conversations from the beginning. As faucets and fixtures come up, these potential customers know that they can turn to us for the latest innovative, on-trend products."

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BRITTANY NEISH
Sr. Social Strategist,
Moen

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LAUREN GANIM
Sr. Digital Marketing
Manager, Moen



OPTIMIZING STRATEGY IN REAL-TIME

Through Sprinklr's advertising solution powered by AWS, Moen was able to understand which content is working best and see which channels are driving the most engagement.

"We can see within Pinterest Ads Manager an autoplay video next to a Facebook video, and say, 'Let's look at their performance against each other, what is the benchmark, is this outperforming this, is this underperforming?'" says Brittany. "Being able to look at that in one view is such a game-changer."

The team also uses the paid module to inform its advertising strategy in real-time. Now the marketing team sits in the same platform as the agency, allowing for more transparency and collaboration. Real-time reporting equips the agency to shift campaigns in real-time in order to capitalize on trending topics at the speed of social.

"Having the ability look at things at a more granular level to really see what's happening under the hood has really helped us make strategic decisions," says Lauren. "We have now elevated Pinterest as a priority channel, for example, whereas that wasn't the case a year ago."

A LEADING SOCIAL TEAM DRIVEN BY DATA

Increased visibility, business insights, and reporting dashboards make it easy for executives to understand the value of social and its critical role in the customer experience. As a result, the entire social program has gained support from executives across the business.

"Social has become a foundational part of the customer experience for Moen," said Alan Gravely, global marketing director at Moen. "In the age of connected, empowered consumers, it's important for our team to have the right technology in place to help us prioritize customer experience. Sprinklr provides us with the data insights and team efficiencies to develop strategies that align with Moen's business goals."

The social program and digital transformation is now top of mind for the entire company, from executives to social media managers to customer service representatives.

"When everything was siloed, insights into the social strategy were not accessible or distributed across the company. Sprinklr has provided that transparency," said Brittany. "All of the insights we glean from social are bubbled back into all of the other initiatives within Moen. Sprinklr allows us to communicate insights from social, so that the changes can be made across the organization, not just from a social perspective, but at every digital touchpoint."

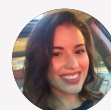
Moen's innovative social program allows the company to act like the leader they have always been.

"The fact that we were able to participate in a beta for Instagram and were featured at F8 this year is a huge feather in the cap for the brand. We are seen not only as a thought leader, but as technically savvy and socially savvy," said Lauren. "It's not a space that people thought about for Moen previously."

And the team isn't stopping there. They continue to discover new ways to use Sprinklr and innovate their social program further.

"We continue to grow and expand our social program everyday," said Brittany. "We continue to democratize information and lead digital transformation through social."

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LAUREN GANIM

Sr. Digital Marketing Manager, Moen

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ALAN GRAVELY

Global Marketing Director, Moen