

How do you find the most important message in a sea of important messages?

## European Telecommunications Company



### Company Information

Telecommunications

**\$1.7B+**

(USD) 2014-15 revenue

**7,000+**

Employees (2014-2015)

**2010**

Company Founded

**London, UK**

Company Headquarters

### Challenges

These days, consumers commonly share questions and concerns with companies via social media but prioritizing those incoming messages can be challenging. The 37-minute response time the company was achieving is testament to that.

### Solution

Using Sprinklr's Social Listening Intuition (AI) and the existing staff infrastructure, the telecommunications company was able to more effectively prioritize messages and reply faster to customer queries.

Features: Social Listening Intuition (AI)

### Business Value

**7-minute** response time (down from 37)

**83%** engagement rate (up from 77%)

No extra personnel was used to attain these results

