

How do you drive a complex social media operation with a simple tool?

Global Energy Company



Company Information

Advertising

\$305B+

(USD) 2017 revenue

92,000+

employees

1907

Company Founded

Challenges

The company's social media operation was in the hands of many entities. From media agencies to creative agencies, everyone had a different system and process for working on social media advertising. This made it hard for the company to get a simple, unified look at its market performance.

Solution

Sprinklr's helped the energy company centralize its operation, bringing content creation, approvals, publication, and amplification together in one place. The key decision-makers suddenly had easy access to every bit of information they needed.

Features: Ads Creative Library, Sprinklr Asset Manager

Business Value

- Faster and more accurate post approvals
- Reduced turnaround times to a few hours
- Improved response times
- Unified community management
- Visibility into global

