



Drybar leverages Location Insights to examine feedback and optimize the customer experience



90+

languages supported for recognition



58.5%

increase in average experience score



104+

work days saved from workflows

THE CUSTOMER

Named one of the top “100 Brilliant Ideas of 2010” by Entrepreneur magazine and New York Magazine’s Boom Brands of 2013, Drybar is based on the simple concept of focusing on one thing and being the best at it – specifically blowouts.

DryBar is set out to shake up the beauty industry. What started with one shop in Brentwood, CA in 2010, has grown to over 90 locations across 20 markets with over 3,000 employees.

THE CHALLENGE

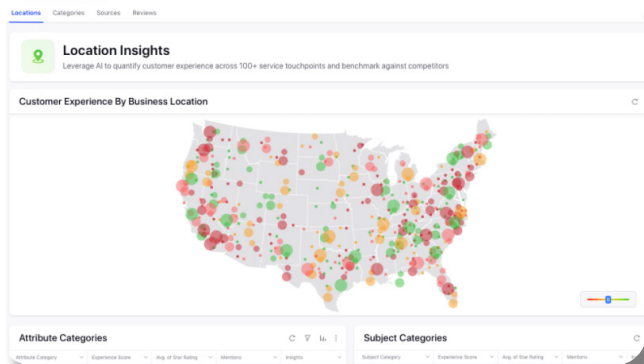
Modern channels have given customers more power and influence than ever before. People no longer trust the brand’s voice but the opinions of their peers. Consumers are providing billions of ratings and reviews across social, and brands need to understand what is being said in order to drive better customer experiences.

Brands like DryBar need insights based on the real-time voice of the customer to create competitive customer experiences.



Sprinklr leverages AWS technology that enables scalable, flexible and cost-effective solutions from startups to global enterprises. Sprinklr is an AWS Digital Customer Experience Competency Program member vetted by AWS to deliver support for customers across the engagement and retention lifecycle. This includes content management and marketing automation to engage prospects and customers with the right experience; effective and secure commerce solutions to create seamless buying experiences, and data analytics to support your decisions and retain customers.

THE SOLUTION



THE RESULTS

- Real-time insights across all public review-based sources and Modern social channels for **135 Drybar locations**.
- Location-level feedback from **review sites, social media, and integrated first-party data** enabling the Drybar team to engage strategically based on actionable insights.
- The ability to understand **which topics matter most to its customers and how they feel about them** based on entity detection and Industry-specific, AI-powered Natural Language Processing (NLP).
- **Customizable on-brand reports** that empower everyone from the C-suite to the front lines.