



Microsoft pushes boundaries of customer care with help from Sprinklr

Microsoft care teams transform their approach on social media, responding to customers nearly 30% faster using Sprinklr Intuition



FEATURES: Publishing & Engagement, Workflows, Rules Engine, Campaigns, Reporting Dashboards, Social Listening, Intuition (AI), Product Insights, Case Management

CHALLENGE

Customers want to be treated as, well, people. It’s a simple concept that should be a core consideration for every brand on the planet. The trouble is that some companies are so large – and have such a wide global footprint – that reaching their audience as individuals can be a steep challenge.

That was the case for Microsoft. In addition to its main brand, Microsoft manages several prominent global sub-brands like Office, Windows and Xbox, with a total of 80 additional brands under the Microsoft umbrella.

“With social accounts for local markets of each of these brands, you start to see that we’re trending towards a high number of accounts to manage,” said Tyler Smith, Senior Program Manager, Commercial Sales and Marketing Engineering. “We have 1,800 social accounts with 2,400 users on the platform who are managing all of these engagements with the customers. In terms of engagements, we have about 40 million messages coming into local country-based channels, as well as our parent brands, which we manage out of the US.”

APPROACHING A NEW WORLD

Microsoft acknowledged the growing importance of social by establishing its Customer Experience Center (CXC) in Bellevue, Washington, near its headquarters. The Microsoft CXC began out of curiosity regarding social, and a desire to reach customers as individuals. “We knew that social presented a business opportunity, but we didn’t know exactly what it was or where it could lead,” said CXC Director Katrina Munsell.

Microsoft results: with Sprinklr Intuition



Microsoft responded to their customers on social almost 30% faster.



Microsoft was able to help 26,000 customers in just six months.



Microsoft cut its content creation time by 50%.



Microsoft was hindered by its reliance on native social media platforms and disparate social tools, which made day-to-day social operations difficult and overly time consuming. Working across multiple platforms caused no shortage of headaches. “We had to look in multiple places to publish our content or find the right reporting insights,” Munsell said. “It worked, but it wasn’t a smooth or efficient process.”

According to Smith, Microsoft community managers [NB1] were manually weeding through thousands of messages in order to identify and prioritize customers who needed care and attention. “We wanted to make sure and give a little bit of brand love back to them, but with such a scale, across 66 languages and geographies, it was sometimes hard to find those messages and prioritize them,” Smith said.

A PHENOMENAL TRANSFORMATION

After researching the social media management space, Munsell and her team decided to try Sprinklr’s unified platform. “Sprinklr represented a phenomenal transformation for us,” she says. “It allowed us to listen on many different channels and pull what we heard into one location so that we could manage our reporting, insights, and conversations in the same place.”

Central to the CXC’s listening prowess is Sprinklr Intuition, a machine learning platform that helps to filter out unnecessary messages. According to Smith, the team’s initial goal with Sprinklr Intuition was simple. They wanted a way to sift through the thousands of messages that were coming in through their social channels and identify messages from people who needed attention so they could be surfaced to community managers as quickly as possible. But they needed a way to do it at scale.

“We were immediately impressed by how accurate the model was right off the bat. The results were pretty staggering. Within the first six months, we hit 95 percent accuracy,” Smith said. “What it enabled from a business perspective was for us to be able to redirect some of the triaging budget towards some of the higher-impact functions that we wanted to execute from a marketing perspective, things like community management and being able to take more time with custom responses that were tailored to the individual that was reaching out to us.”

Microsoft by the numbers



Founded in 1975



148,465 employees



\$110.4 billion: 2018 revenue



Donated over \$1.4 billion in softwares and services in 2018

MICROSOFT CARE TEAMS RESPOND TO CUSTOMERS 30% FASTER

Using Sprinklr Intuition led to a significant cost and time savings. It also improved customer experience. “It reduced our average response time, meaning that when a customer would reach out to us, they wouldn’t spend all this time sitting in a queue waiting for a community manager to engage with them. The priority messages were bubbled up to the top, and the spam and the noise was eliminated. It enabled us to provide responses to our customers almost 30% faster after we implemented this solution. From that point on we were hooked.”

After their first success, the team decided to use Sprinklr Intuition to transform the way their marketing and care teams worked together from a social perspective. The team trained Sprinklr Intuition to look for care-related keywords in the giant queue of marketing messages. “When it was identified as a care-related message, it was automatically moved into an entirely different workspace in Sprinklr and a different cue for the care teams to address with priority,” Smith said.

SPRINKLR INTUITION IDENTIFIES 26,000 CUSTOMERS THAT NEED CARE AND ATTENTION

In the first six months, Smith said Sprinklr Intuition helped the team identify 26,000 customers in their marketing social channels. “Intuition was like, Nope! This is actually a care issue, and we’re going send it over to the right team,” Smith said. “It’s been really transformative for how the marketing teams and the care teams operate.”

In their latest effort with Intuition, the team has added a couple of additional layers of complexity. They are looking to identify care messages in non-English marketing social channels, and they have added several more customer journey categorizations and sort the messages accordingly.

“There’s really no telling what we can’t do right with Sprinklr Intuition,” Smith said. “We continue to push the boundaries and challenge the status quo and it rises to the occasion every time.”

REACHING INDIVIDUALS AS INDIVIDUALS

By harnessing Sprinklr’s unified platform, Microsoft can build one-to-one connections forged among its massive audience. “We’re talking to our customers and providing them with relevant content,” Smith said. “We’re connecting in a genuine way at scale.”

With Sprinklr, the CXC pulls in customer messages – questions, concerns, and anything else that might come through – and then replies to them in a strategic way, prioritizing the most important inquiries. “We can hone in on the conversations that really matter,” Munsell said.

Within such a large organization, doing so is no small task. “Driving a program with this much scale, it’s truly exciting to see how many connections we’re able to make on a daily basis,” Munsell said. “I love it when we see comments like ‘I can’t believe Microsoft reached out to us’ or ‘I can’t believe Excel said something to me.’ Those are the wins that we love to brag about.”

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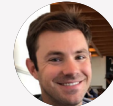
LISTENING WITH CLARITY (AND AUTOMATED HELP)

Those brag-worthy moments are much easier to capture thanks to Sprinklr's comprehensive social listening capabilities. Different parts of the company want to know what people are saying about releases, updates, and other important pieces of information.

"We can build a set of keywords and to understand the sentiment," says Andrew Talevich, CXC Lead for Office Apps and Microsoft 365. "We can see the overall impact, and from there, we can let different business groups know how their announcements are landing."

Smith described the dynamic as a 'continuous feedback loop.' "We're learning from our listening insights, we're learning from our one-on-one conversations, we're learning from the sentiment and how our campaigns are performing," he says. "And we're using those insights to build content that speaks more to our collective audiences."

"Sprinklr provides reporting and analytics that improve the experience and allows us to see how our team is performing, how many messages we're responding to, etcetera."



ANDREW TALEVICH

*CXC Lead for Office Apps and Microsoft 365
Microsoft*



The team decreased its response time from 24 hours to just 14 minutes

POWERFUL PROOF

Dive into the numbers and a powerful story emerges. Microsoft draws around 115 million social mentions of its products and services each year. The CXC relies on just 75 community managers to route and respond to those mentions. "In a typical year, the team is publishing about 358,000 posts," Munsell said. "We're driving nearly 6 million mentions and about 5 million engagements per year."

For one specific subset of messages, the team decreased its response time from 24 hours to just 14 minutes. Microsoft has also benefited from Sprinklr when it comes to social ad campaigns. By using Sprinklr campaign templates to make multiple campaigns using the same base, and customize them using bulk workflows, Microsoft cut its content creation time by 50%.

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MAKING SENSE OF IT ALL

These figures wouldn't mean much if they were difficult to capture and make sense of. Fortunately, Sprinklr empowers the CXC to measure its progress in a smart, effective way. "Sprinklr provides reporting and analytics that improve the experience and allows us to see how our team is performing and how many messages we're responding to," Talevich explains.

Talevich's team measures success using a specific engagement goal for each community manager. This helps ensure that the team responds to every user who reaches out. "Then we look at things like likes, shares, replies – surface metrics to show how successful we are at connecting with customers on social," Talevich said.

“We have a large scale of operations across the globe, so reporting is really important,” Smith said. “Having visibility into reporting and maintaining a level of performance across markets is impossible without a scalable technology solution to report that back up to you.”

THE POWER OF A SINGLE PLATFORM

By opting for quality over quantity and simplifying its social operation, Microsoft took its social media operation to the next level. The success of the CXC reflects just how powerful it is to manage all crucial day-to-day social operations – listening, messaging, customer care – in a single location.

“It’s exciting to have a solution that gives us a full set of social capabilities right at our fingertips, in one place. Sprinklr is a technology that keeps pace with social innovation, but also gives you that enterprise level scalability that I actually need to deploy this across an organization as large as Microsoft,” Smith said. “At the end of the day it’s about having a positive impact for our customers. If we can give folks better answers and better help more quickly, that’s a huge win for us.”

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