



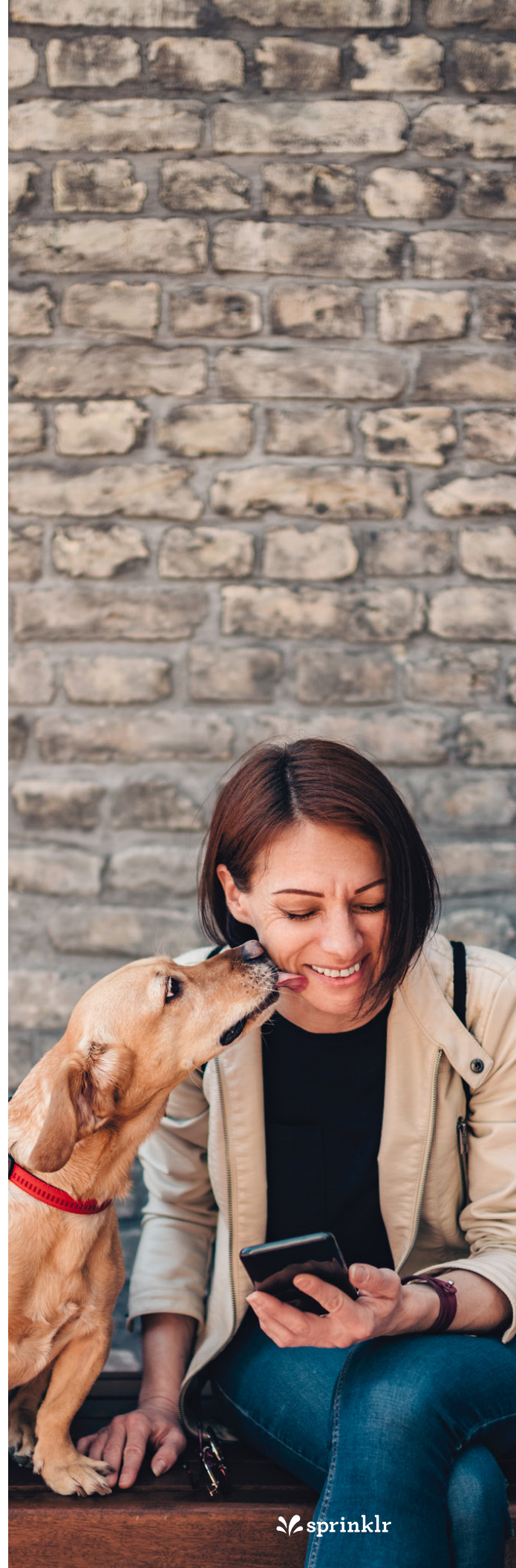
Driving Excellence in Twitter Customer Care:

Top Brand Performers Across 10+ Industries



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Introduction

What are the best practices that drive excellence in customer care on Twitter?

Which best practices are most widely adopted by top performers in different industries?

What are the brands and handles that are using these best practices to drive care excellence?

For answers to the first two questions, look to *From AM to DM: Twitter customer care in a 24/7 world*. [Sprinklr](#) collaborated with Twitter to look at nearly half a billion Tweets, from more than a thousand global brands, and create a data-driven picture of the best practices that enable excellent Twitter care. The report also includes snapshots of key industries, so you can see the best practices that drive value for your business and customers.

Now we answer the third question: Which brands are tapping into these best practices to deliver the very highest caliber of Twitter care?

In this report, you'll get an industry-by-industry look at the top performers.

Each of these brands scores in the top tier of Twitter care, as measured by the Sprinklr Care Score: a balanced measure of care excellence, based on seven different weighted indicators.

The size of each list is different, because each industry is different: Some industries have a lot of accounts that shine at Twitter customer care, while others have fewer stand-outs. While our dataset included 31 different industries, almost half of which have at least a handful of top care performers, this report focuses on the industries where at least seven care handles landed in the top tier of Twitter care accounts.

We have highlighted the best of the best: the accounts that can serve as standard-bearers for their industry, to show what care excellence looks like. These are unranked lists, because in most cases all of these top performers are neck-in-neck when it comes to their standard of care.

The Sprinklr Care Score Explained

The Sprinklr Care Score is a balanced measure of care excellence, based on seven different weighted indicators. Together, these indicators reflect the various dimensions of Twitter care, and provide a robust measure of care excellence that works across different industries and countries.

All the brands in our lists of top-performing accounts have Twitter handles that placed in the top 25% of the 1,228 Twitter handles we analyzed for the Twitter care report. Together, these outstanding care accounts have an average Sprinklr Care Score of 759 (compared with an overall average of 486 for all handles we assessed).



Here are the seven indicators that make up the Sprinklr care score, and why each one matters:

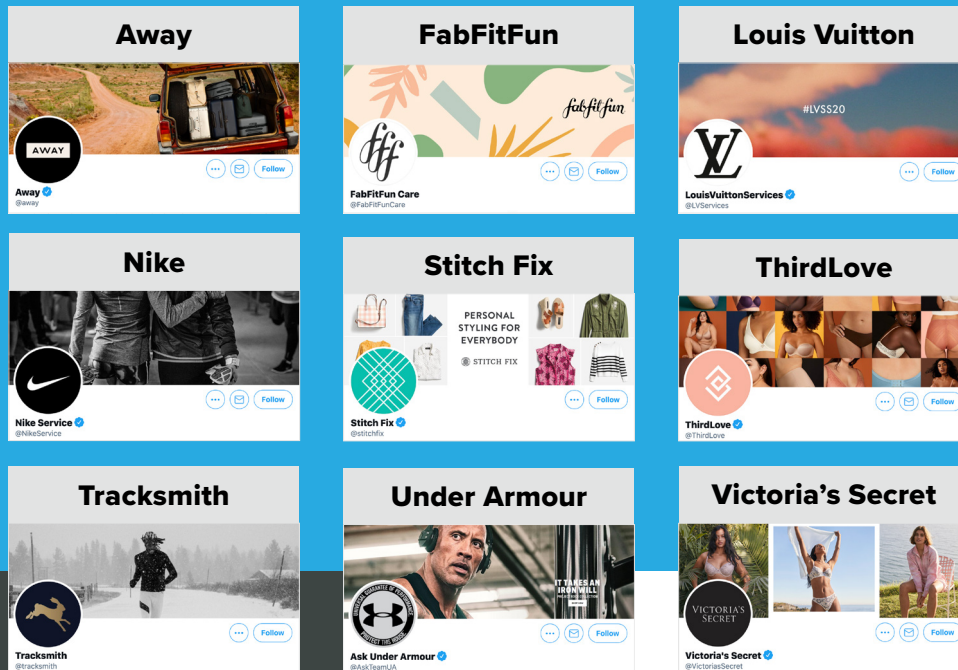
- 1 Response rate:** Replying to a high proportion of brand mentions and customer inquiries demonstrates a willingness to address customer concerns, though not every tweet that mentions a brand handle is actionable or warrants a response.
- 2 Time to first response:** A quick response shows care for and attention to customers, as well to the online conversation.
- 3 Volume of brand replies:** The overall volume of Twitter replies a brand sends to customers indicates the scale of its customer care capacity.
- 4 Volume of outbound Tweets:** The total volume of outbound Tweets, including both original Tweets and replies, demonstrates the brand's level of engagement with the conversation on Twitter.
- 5 Following count:** Brands that follow a larger number of Twitter accounts demonstrate that they are paying attention to customers.
- 6 Likes count:** The number of Tweets a brand likes indicates that it is thinking creatively about how to engage with customers.
- 7 Engagement rate:** The degree to which customers engage with brand posts shows that the brand is effectively speaking to its audience.



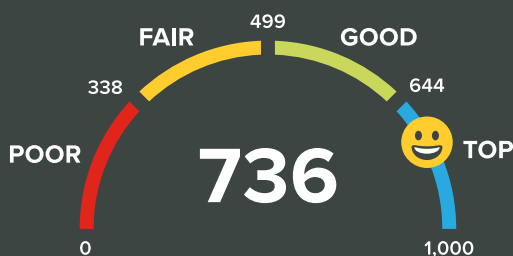
Apparel and Fashion Top Brands

9 companies that bring style and flair to Twitter care

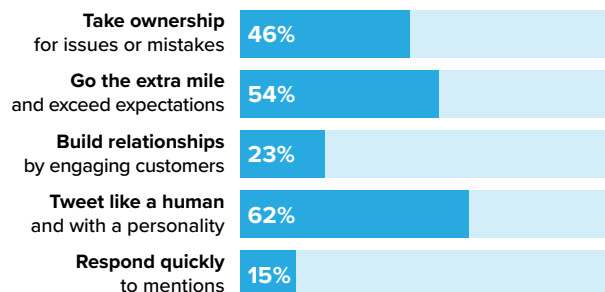
These nine outstanding Twitter care accounts have an average Sprinklr Care Score of 736, compared to an overall industry average of just 392.



Sprinklr Care Score



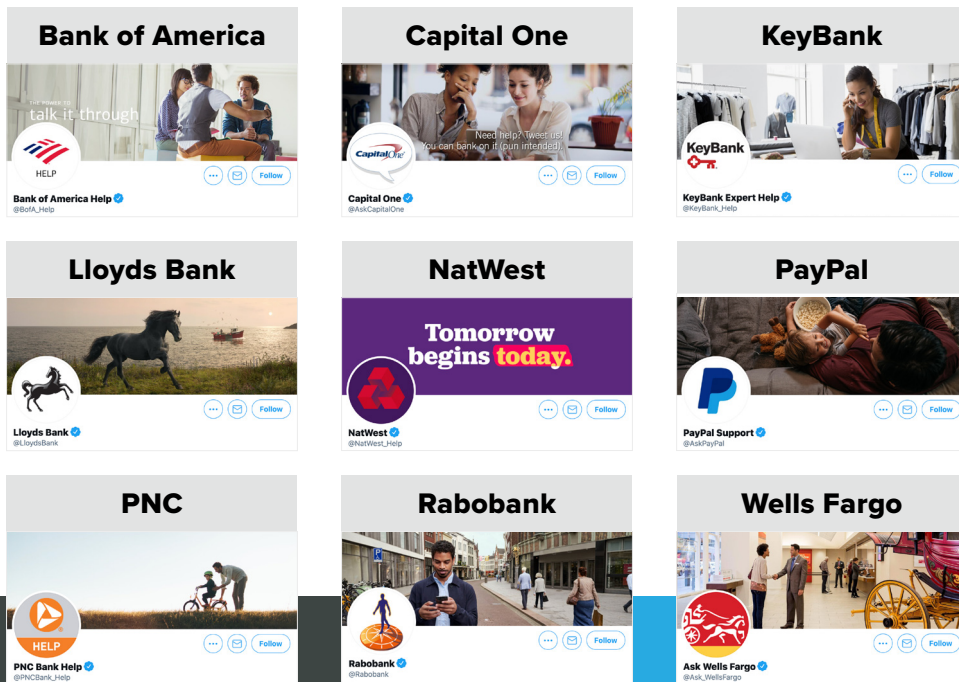
The percentage of top-performing apparel and fashion brands that excel at each best practice



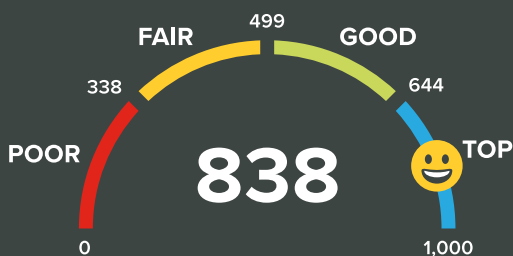
Financial Services Top Brands

9 top-performing care accounts

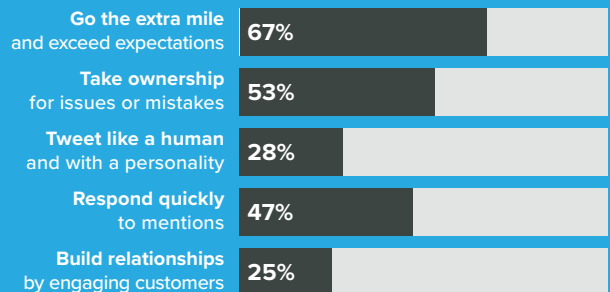
These nine financial institutions run Twitter accounts with an average Sprinklr Care Score of 838, compared to an overall industry average of 551.



Sprinklr Care Score



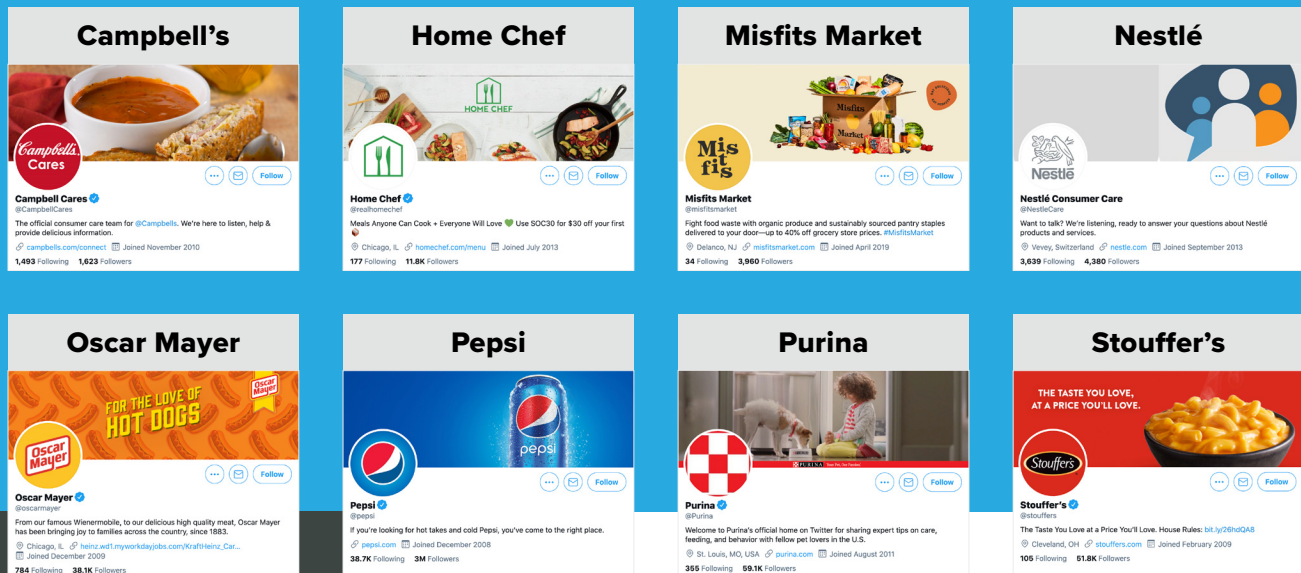
The percentage of top-performing financial services brands that excel at each best practice



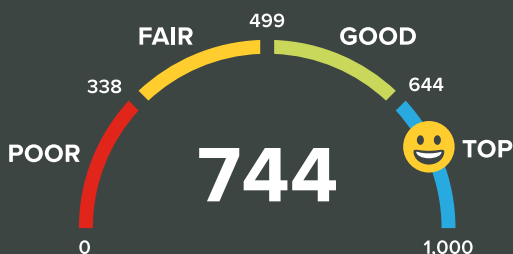
Food and Beverage Top Brands

8 accounts with a taste for great care

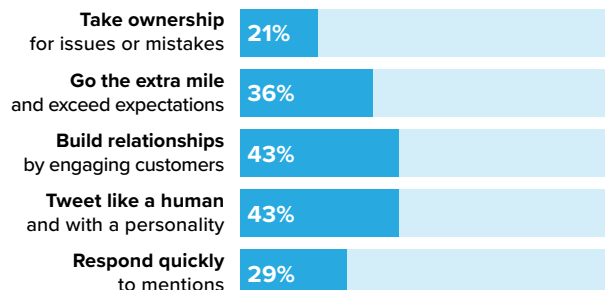
These eight food and beverage accounts have an average Sprinklr Care Score of 744, compared to an overall industry average of 435.



Sprinklr Care Score



The percentage of top-performing food and beverage brands that excel at each best practice



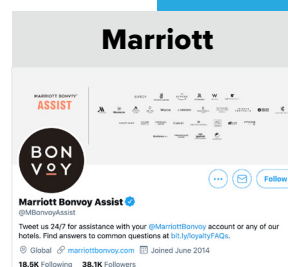
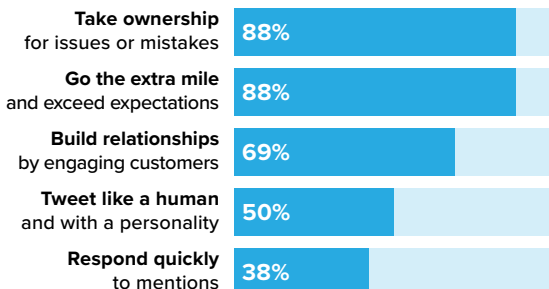
Leisure and Tourism Top Brands

12 brands that shine at care

These twelve leisure and tourism brands have an average Sprinklr Care Score of 805, compared to the industry average of 567.



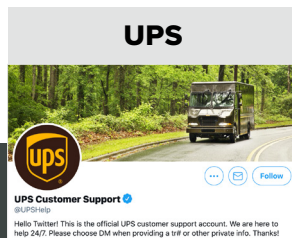
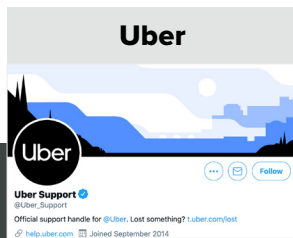
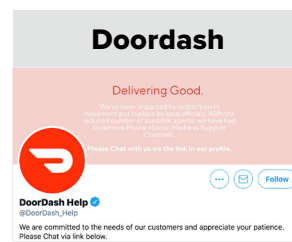
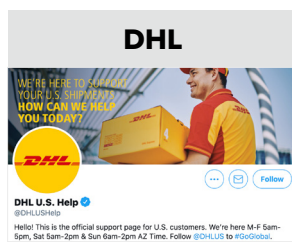
The percentage of top-performing leisure and tourism brands that excel at each best practice



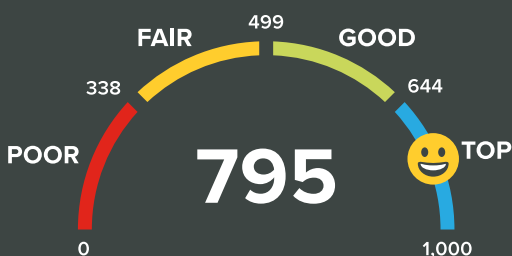
Logistics Top Brands

9 brands that deliver on care

Whether they're bringing a meal from the other side of town or a package from the other side of the world, these logistics companies deliver on care: Their average Sprinklr Care Score is 795, compared to an overall industry average of 532.



Sprinklr Care Score



The percentage of top-performing logistics brands that excel at each best practice

Take ownership for issues or mistakes	100%
Go the extra mile and exceed expectations	100%
Build relationships by engaging customers	13%
Tweet like a human and with a personality	38%
Respond quickly to mentions	75%

Restaurant Top Brands

8 brands serving up great Twitter care

These eight restaurant brands deliver excellent customer care. Their average Sprinklr Care Score is 738, compared to an industry average of 576.

Chipotle

 @ChipotleTweets
 Cultivate a better world.
 Joined May 2010
 48 Following 1M Followers

Domino's Pizza

 @Dominos
 The home of Domino's Pizza on Twitter. Hosted by the crew at Domino's HQ.
 Ann Arbor, MI | Joined April 2009
 541 Following 1.3M Followers

KFC

 TellTheColonel
 @TellTheColonel
 The official customer support handle for @KFC. Let me know about your experience at my restaurant. I'm here to help.
 Louisville, KY | Joined May 2018
 3 Following 1,061 Followers

McDonald's

 @McDonalds
 @mimace is a close personal friend
 Joined September 2009
 13.5K Following 3.7M Followers

Olive Garden

 @OliveGarden
 We're all family here. Join us for dine-in or order To Go Delivered Curbside.
 U.S. & Canada | Born December 13
 Joined May 2007
 18.5K Following 418.3K Followers

Panera Bread

 @PaneraBread
 Official support account for @PaneraBread. We're here to help! Questions about an order? DM us your order number & bakery-cafe location.
 Sunbelt Hills, MD | Joined March 2017
 1 Following 3,462 Followers

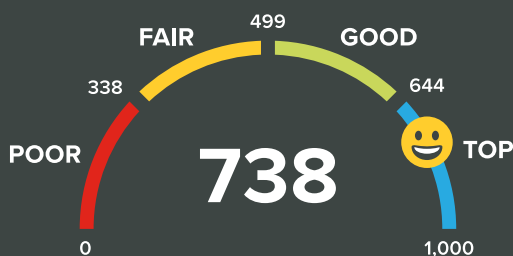
Starbucks

 Starbucks Care
 @StarbucksCare
 We're here to support any @Starbucks questions, comments or concerns when you need it most! We're just a slip away. 5:00am-7:00pm PT, every day.
 U.S. & Canada | Joined December 2014
 36 Following 16.6K Followers

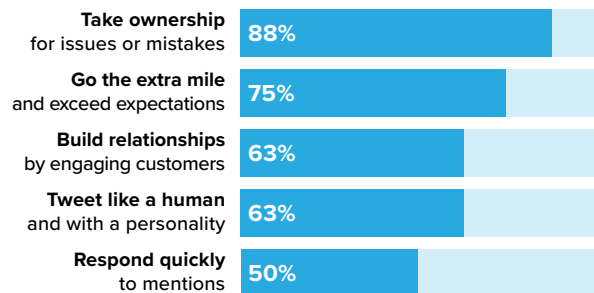
Tim Hortons

 @TimHortons
 Proud to be Canada's favourite coffee. ☕❤️
 For guest support, please send us a private message from 8am - 10pm ET.
 Canada | Joined September 2011
 2,725 Following 657.9K Followers

Sprinklr Care Score



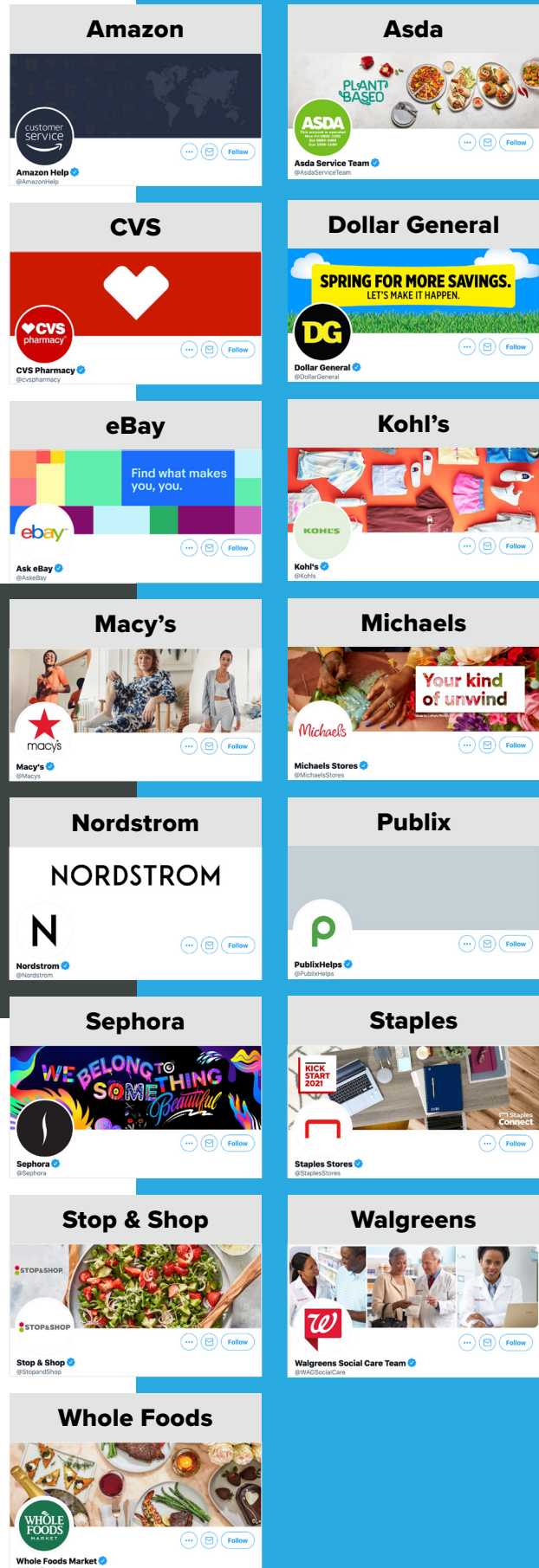
The percentage of top-performing restaurant brands that excel at each best practice



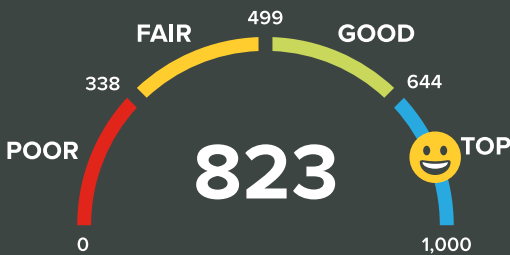
Retail Top Brands

15 retailers who provide excellent Twitter care

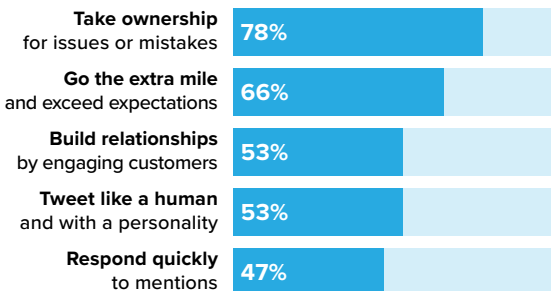
These fifteen retail accounts have an average Sprinklr Care Score of 823, compared to an overall industry average of 626.



Sprinklr Care Score



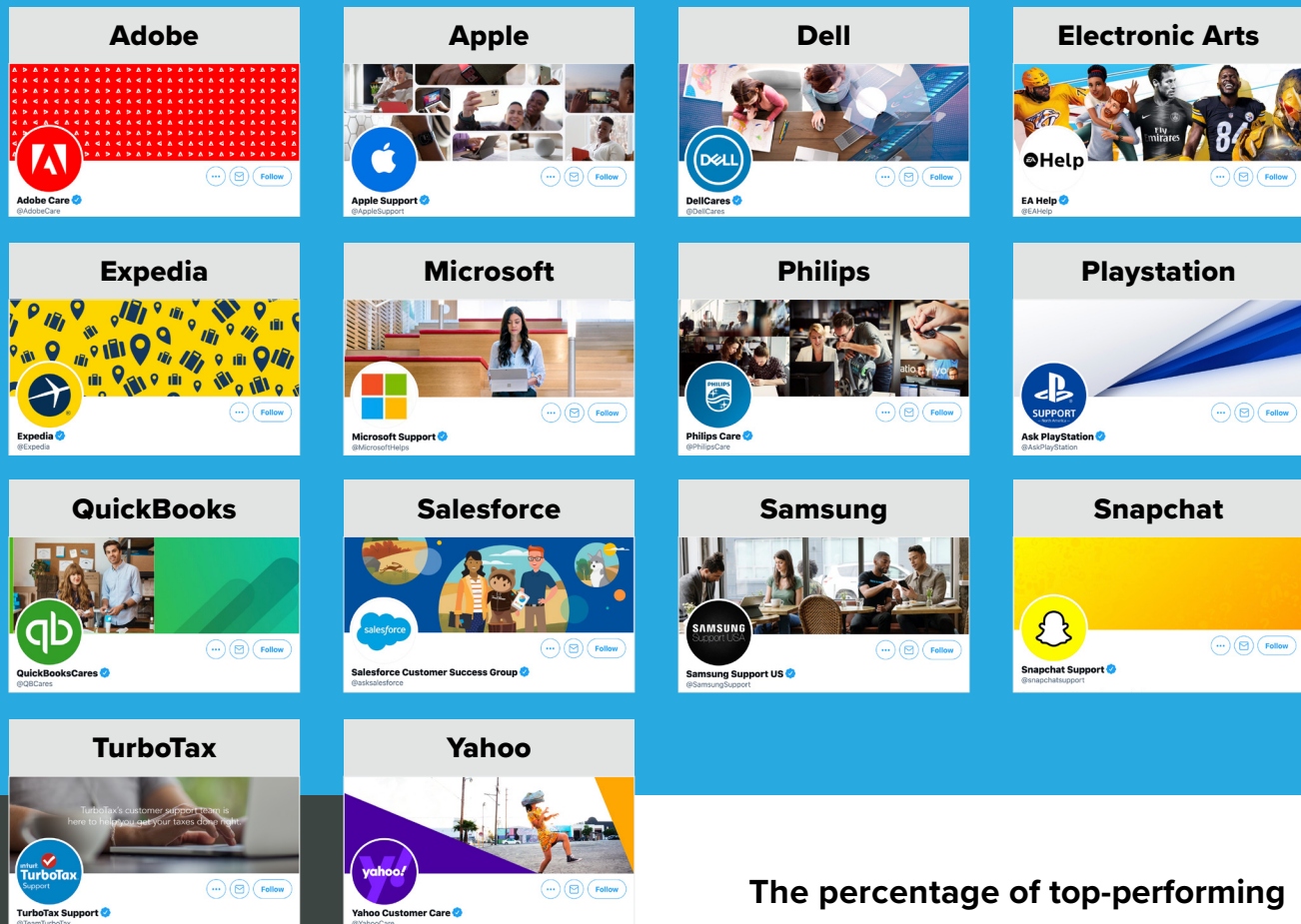
The percentage of top-performing retail brands that excel at each best practice



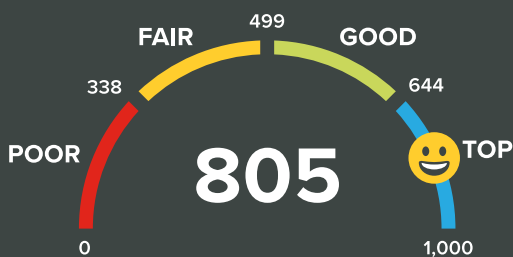
Technology Top Brands

14 tech brands that are wired for care

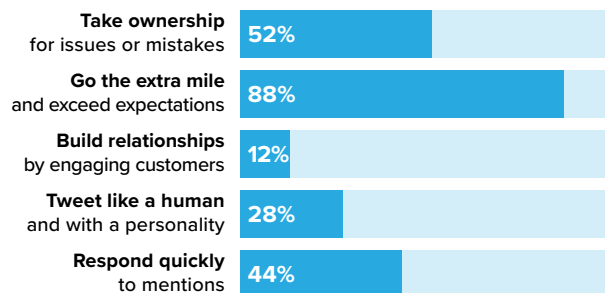
These fourteen tech industry accounts have average Sprinklr Care Scores of 805, compared to an industry average of 509.



Sprinklr Care Score



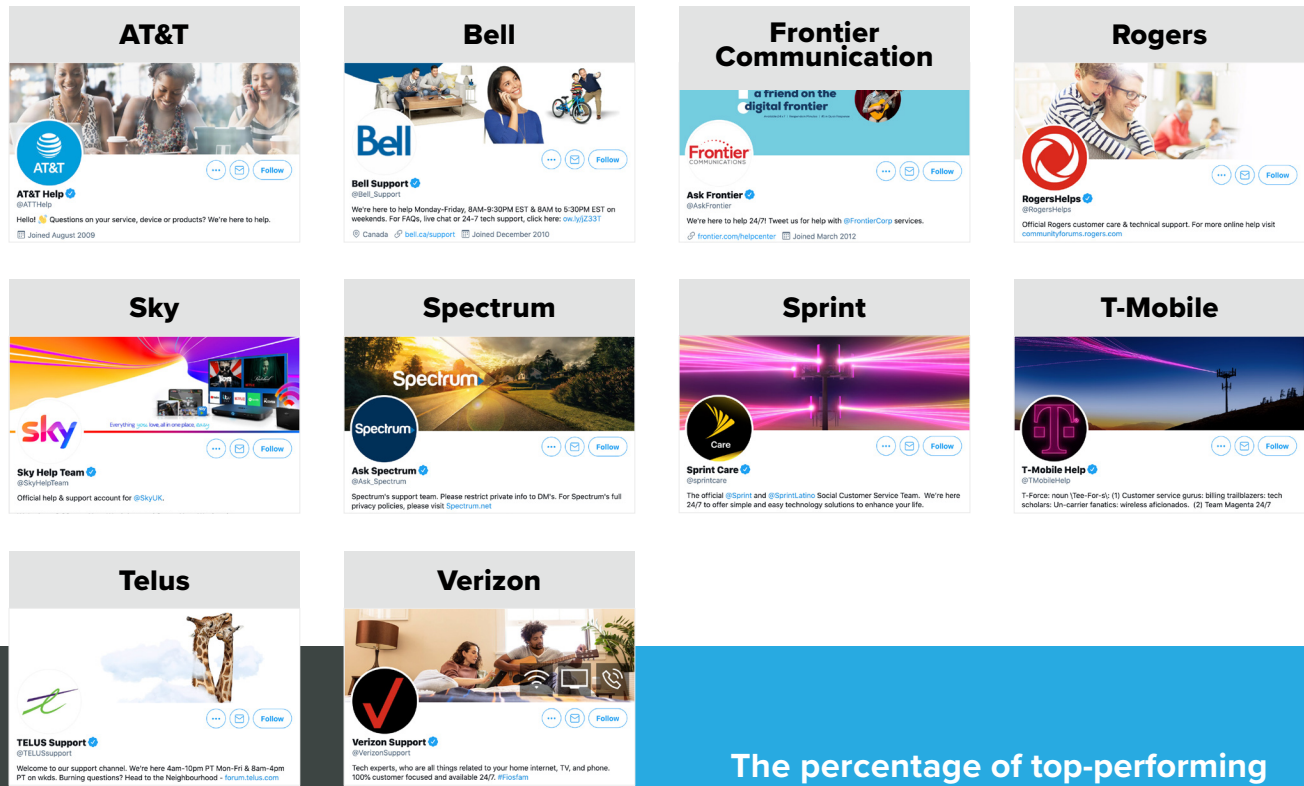
The percentage of top-performing technology brands that excel at each best practice



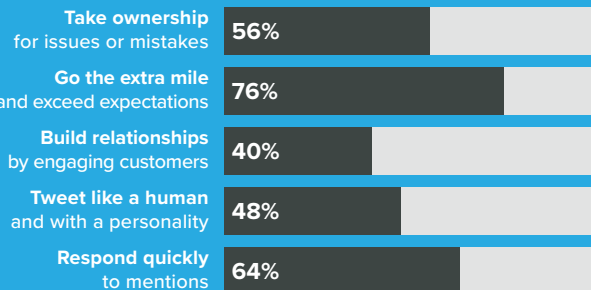
Telecommunications Top Brands

10 telecoms that answer the call for care

These ten telecom companies offer outstanding Twitter care. Their average Sprinklr Care Score is 883, compared to an industry average of 623.



The percentage of top-performing telecommunications brands that excel at each best practice



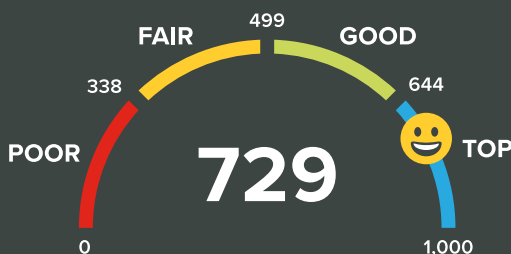
Utilities Top Brands

9 utility companies that keep Twitter care switched on

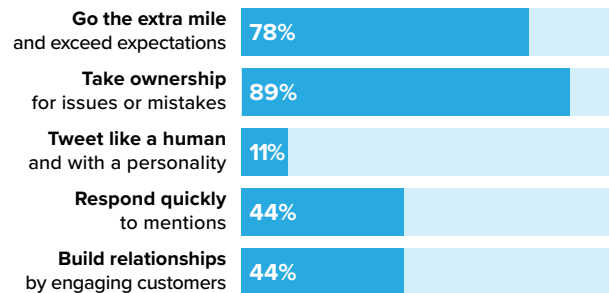
These nine utility companies offer top-tier Twitter care. Their average Sprinklr Care Score is 729, compared to an industry average of 569.



Sprinklr Care Score

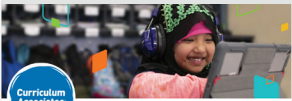


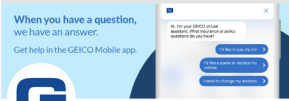
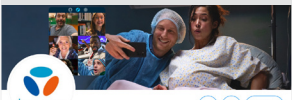


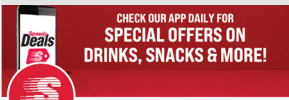




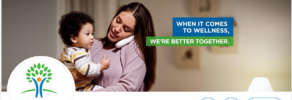


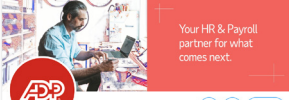


The percentage of top-performing utilities brands that excel at each best practice



The Best of the Rest

These thirty brands are in industries with relatively few high-performing Twitter care accounts. But all thirty provide outstanding Twitter care: The average Sprinklr Care Score for these brands is 750, compared with an overall average of 486 for all accounts across all industries.

<p>Motion Math Education & Parenting</p>  <p>Curriculum Associates @CurriculumAssoc</p> <p>Leader in research-based, classroom-proven K12 assessment and instruction programs Ready & i-Ready that give every student the chance to succeed. #iReady</p> <p>New York, NY classpass2NVPKqgm Joined June 2011</p> <p>7,885 Following 30.1K Followers</p>	<p>ClassPass Health & Wellness</p>  <p>ClassPass @classpass</p> <p>Book your next workout or self-care session with one app. Create your free account today to try the best studios, gyms, salons and spas. 🧘🏻💪</p> <p>New York, NY classpass2NVPKqgm Joined June 2011</p> <p>7,885 Following 30.1K Followers</p>	<p>Pear Deck Education & Parenting</p>  <p>Pear Deck @PearDeck</p> <p>By educators for educators, Pear Deck allows teachers to make lessons interactive so every student can actively participate, even from afar! #remotelearning</p> <p>Iowa City and New York peardeck.com Joined September 2013</p> <p>3,905 Following 65.6K Followers</p>	<p>GEICO Insurance</p>  <p>GEICO Service Team @GEICO_Service</p> <p>Official GEICO customer service Twitter. Ready to assist you with your insurance needs 24/7!</p> <p>Chevy Chase, MD geico.com Joined May 2010</p> <p>4,719 Following 10.2K Followers</p>
<p>Bouygues Engineering & Construction</p>  <p>bouygues Telecom @BouyguesTelecom</p> <p>Les relations humaines sont la première source de notre bonheur. Depuis 1996, chez Bouygues Telecom, nous vous aidons à les faire grandir. #viesensemble</p> <p>Meudon, France bouyguestelecom.fr/ensemble Joined October 2008</p>	<p>Chewy Hobbies & Lifestyle</p>  <p>Chewy Help @ChewyHelp</p> <p>Official @Chewy 24/7/365 Customer Service support. Have questions about your favorite pet products? We've got answers. Just ask our pet experts!</p> <p>Dania Beach, FL chewy.com/help Joined June 2016</p> <p>1,047 Following 1,909 Followers</p>	<p>UnitedHealthcare Health Care</p>  <p>Ask UnitedHealthcare @askUHC</p> <p>We're here to assist with member questions and issues. Simply tweet us for assistance.</p> <p>Minnesota uhc.com/privacy Joined March 2015</p> <p>4,495 Following 5,777 Followers</p>	<p>Speedway Oil/Gas/Raw Materials</p>  <p>Speedway @Speedway</p> <p>The OFFICIAL account of Speedway - Home of the #SpeedyFreeze & #SpeedyRewards! Follow us on Instagram: SpeedwayStore!</p> <p>Speedway, IN speedway.com Joined September 2012</p> <p>730 Following 137.7K Followers</p>
<p>Pampers Education & Parenting</p>  <p>Pampers @Pampers</p> <p>We're bringing news and exclusive deals to you and your little one! Follow us for the inside scoop on Pampers.</p> <p>North America pampers.com Joined July 2009</p> <p>2,701 Following 152K Followers</p>	<p>Humana Health Care</p>  <p>Humana Help @HumanaHelp</p> <p>Customer Service for Humana Inc, we're here to help. Call us at 800-448-6262 or Tweet to us Mon - Fri 8am - 9pm EST</p> <p>Louisville, KY humana.com/Twitter Joined November 2009</p> <p>2,170 Following 4,381 Followers</p>	<p>Huggies Education & Parenting</p>  <p>Huggies @Huggies</p> <p>Hi 👋, we're Huggies. And we're here to help you and your parents navigate this wild, wonderful 🌈. #WeGotYouBaby</p> <p>United States huggies.com/en-us/revpsect... Joined July 2009</p> <p>16.6K Following 124.6K Followers</p>	<p>Daikin Engineering & Construction</p>  <p>Daikin India @DaikinIndia</p> <p>Daikin India is one of the leading manufacturers of air-conditioners in the commercial and residential segment today. You can talk to us here. :)</p> <p>New Delhi daikinindia.com Joined September 2011</p> <p>1,849 Following 44.4K Followers</p>
<p>Cigna Health Care</p>  <p>Customer Service @CignaQuestions</p> <p>Official Twitter page of Cigna's customer service team.</p> <p>United States cigna.com Joined July 2009</p> <p>24 Following 3,073 Followers</p>	<p>ADT Commercial Services</p>  <p>ADT @ADT</p> <p>Here to help protect what matters most. #SafeAtHome</p> <p>Helping Protect the US adt.com/safeathome Joined October 2009</p> <p>210 Following 49.7K Followers</p>	<p>Mercedes-Benz Automobiles</p>  <p>Mercedes-Benz @MercedesBenz</p> <p>Welcome to the official Twitter of Mercedes-Benz. Imprint: mb4.me/provider</p> <p>Stuttgart, Germany mb4.me/provider Joined July 2009</p> <p>690 Following 3.8M Followers</p>	<p>ADP Commercial Services</p>  <p>ADP @ADP</p> <p>HR, Talent, Time Management, Benefits and Payroll. Informed by data and designed for people.</p> <p>All over the world adp.com Joined February 2009</p> <p>2,828 Following 47.7K Followers</p>

RGA Insurance




R/GA @RGA
We design businesses and brands for a more human future. Tweets by @chaplinc.
New York, NY · [rga.com](#) · Joined October 2008
3,038 Following 188.4K Followers

NOV Oil/Gas/Raw Materials



Rockstar Support @RockstarSupport
Official Rockstar Games technical support on Twitter. Also check out the Rockstar Support website for help and answers.
New York, NY · [support.rockstargames.com](#) · Joined May 2010
1 Following 687.8K Followers

Allstate Insurance



Allstate @Allstate
The brand with the hands advocating for a life well protected in 280 characters or less.
[allstate.com](#) · Joined April 2008
4,715 Following 85.5K Followers

Grove Collaborative Home & Appliance



Grove Collaborative @grovecollab
Healthy, sustainable home essentials, delivered to your doorstep. So you can create your best home. Need help? DM or email us via [community@grove.co](#).
San Francisco · [grove.co](#) · Joined September 2012

Aetna Health Care



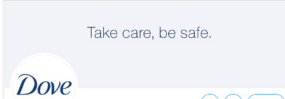
Aetna @AetnaHelp
We're your official Aetna Customer Service Twitter reps, here to help, listen and learn from you. Tweet with us 24 hours a day, 7 days a week.
Hartford, CT and Global · [aetna.com](#) · Joined February 2012
5,074 Following 16.2K Followers

Cadillac Automobiles



Cadillac @Cadillac
Welcome to the official Cadillac Twitter account. Privacy Statement - [s.cadillac.com/ps/01](#)
[cadillac.com](#) · Joined August 2009
1,121 Following 710.3K Followers

Dove Cosmetics & Personal Care



Dove @Dove
We're committed to ending systemic racism by:
- Expanding the CROWN Coalition
- Funding
- Empowering young people
- Amplifying Black voices
[dove.com/crowns](#)

Express Scripts Health Care



Ask Express Scripts @ExpressScripts
Official @ExpressScripts Twitter help center. *SB, *H, *AF & *SJ are here to listen, learn and assist. Please always direct message personal info.
St. Louis, MO · [express-scripts.com](#) · Joined December 2012
3,021 Following 1,343 Followers

Kent Tobacco



Kent RO @KentROSystems
KENT RO Systems Ltd brought the revolutionary RO technology to India. Its a 21st century healthcare products co. with a vision to make the world a healthy place.
India · [kent.co.in](#) · Joined June 2010
59 Following 8,027 Followers

Peloton Health & Wellness



Peloton @onepeloton
Peloton is reinventing fitness with live & on-demand boutique studio classes you can take anytime with the Peloton Bike, Peloton Tread & Peloton App.
New York, NY · [onepeloton.com](#) · Joined August 2012
1,233 Following 139.9K Followers

Moment Hobbies & Lifestyle



Moment @moment
The marketplace for creatives. Buy gear (and film). Learn from pros. Take epic trips. [help@moment.com](#)
Seattle, WA · [moment.com](#) · Joined October 2013
1,738 Following 97.2K Followers

Busch Alcohol



Busch Beer @buschbeer
By following, you confirm you're 21+ and will only share content with those of legal drinking age. Enjoy responsibly. [1n3jz20jy0x](#)
St. Louis, MO · [buschbeer.com](#) · Joined September 2015
108 Following 100.1K Followers

Curology Cosmetics & Personal Care



Curology @CurologyUSA
We're a custom skincare brand that wants to get real with you about skin. All truth, zero BS. Try a custom formula free. [curology.com/realer](#)
Joined January 2013
130 Following 8,116 Followers

Bud Light Alcohol



Bud Light @budlight
By following, you confirm you're 21+ and will only share content with those of legal drinking age. Enjoy responsibly. [budlightlegends.com](#)
St. Louis, MO · Joined August 2012
243 Following 237.3K Followers



Methodology

The accounts we considered for this list are the same 1,228 accounts that were scored for the Twitter and Sprinklr collaborative report, *From AM to DM: Twitter customer care in a 24/7 world*. These 1,228 accounts represent 1,050 brands in 30 countries. Scores were calculated based on one year's worth of data (July 2019-June 2020), encompassing nearly half a billion Tweets to and from brand accounts.

Brands were eligible for scoring if they appeared on one or more of the following lists:

- Forbes 100 Most Valuable Brands 2019
- Interbrand 100 Best Global Brands 2019
- Brand Finance Global 500 2020
- Interactive Advertising Bureau 250 Direct Brand Products to Watch 2020
- Brand Finance USA 500 2019
- Interactive Advertising Bureau 100 Direct Brand Services to Watch 2020

Each of the 1,050 brands in this report was scored based on a single customer-facing handle. This included 874 brand handles that deliver care from their main Twitter handle, and 176 care handles that are separate from the main Twitter handle.





www.sprinklr.com