World Health Organization

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The World Health Organization untangles the COVID-19 infodemic with Sprinklr Citizen Experience Management, powered by Amazon Web Services (AWS)

90+
languages supported for recognition

2k+
daily unique mobile livechat conversations

80%
accurate intent detection rate

THE CUSTOMER

The World Health Organization (WHO) is building a better, healthier future for people all over the world. Working with 194 Member States, across six regions, and from more than 150 offices, WHO staff are united in a shared commitment to achieve better health for everyone, everywhere.

It exists to combat diseases, ensure the safety of the air people breathe, the food they eat, the water they drink — and the medicines and vaccines they need.

THE CHALLENGE

As the coronavirus spreads across the world, so too does misinformation about it. The world is confronting an "infodemic" — an overabundance of information that makes it hard for people to find trustworthy sources and reliable guidance when they need it.

WHO is in a unique position to tackle this infodemic challenge. The WHO COVID-19 Dashboard enables real-time analysis of the impact of the coronavirus pandemic.

"It is critically important that all countries are able to report their COVID-19 situation. The updated WHO Dashboard will now provide more comprehensive insights about the epidemiology and response to COVID-19 at the global level."

OLIVER MORGAN
Director of Health Emergency Information and Risk Assessmentr
World Health Organization
International Affairs | Geneva, Switzerland

THE SOLUTION

Citizen Experience Management

Sprinklr Citizen XM is an offering within Sprinklr's Core Platform that uses thousands of servers (Amazon EC2), sifts through petabytes of data (AWS Data lake), and processes billions of transactions every single day. By powering its platform on AWS, Sprinklr can support any size organization's implementation scaling up as the need requires.
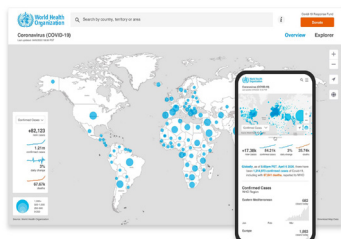
THE BENEFITS

▶ **Leveraging early warning detection AI enrichment** to identify "hot spots" of infection, areas of confusion or misinformation -- all before they are widely reported, allowing for proactive, strategic decision making.

▶ Delivering verified information on COVID-19 with the WHO "Health Alert" bot available on Facebook's Messenger to **tackle the spread of misinformation across the globe**.

▶ Utilizing omnichannel bot experiences to respond, triage, and **redirect citizens to information, quickly and efficiently.**

▶ **Providing real-time, comprehensive insights about the epidemiology** and response to COVID-19 at the global level with Sprinklr-designed data visualizations on the official WHO Situation Dashboard.