

INDUSTRY SPOTLIGHT:

# Food & Beverage

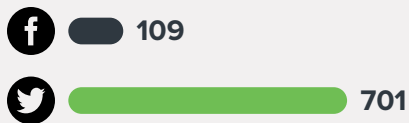


The King Arthur Baking Company leads the top 20 brands in social care with higher engagement.

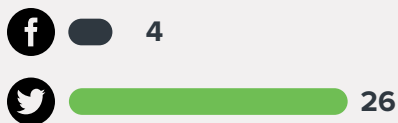
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|---|----|----|----|
| 1 | 6  | 11 | 16 |
| 2 | 7  | 12 | 17 |
| 3 | 8  | 13 | 18 |
| 4 | 9  | 14 | 19 |
| 5 | 10 | 15 | 20 |

### TOP BRANDS INBOUND VOLUME

Median inbound messages per week



Median messages replied to per week



### TOP BRANDS RESPONSE

Median time to first response

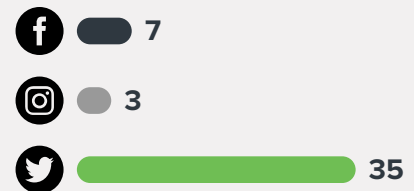


Average response rates

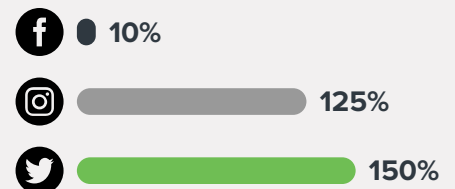


### TOP BRANDS OUTBOUND VOLUME

Median messages published per week



Average engagement rates\*



\*We see engagement rates over 100% because many brands attract engagement from people who are not actually following the brand's account.

## THE HIGHLIGHTS

# 10X




The top brands build their followings by **replying to up to 10x as many messages** as other enterprise brands in the Food & Beverage sector.

# 5X




Top brands sustain a higher posting frequency in order to stay on their customers' minds: the biggest Food & Beverage brands **post 5x as many tweets** as smaller companies in the sector.

## HOW WE HELP THE WORLD'S TOP FOOD & BEVERAGE BRANDS




The best care experience is **when customers don't need help at all**

-  Help discover recurring customer issues by identifying top contact drivers
-  Proactively communicate with customers about real-time location hours and product availability updates
-  Proactively engage with customers while picking up on frustration signals during a food delivery journey

The second best care experience is **when customers can help themselves**

-  Public facing knowledge base built for SEO
-  Self-service community with unified moderation — treating community as a channel
-  Robust omnichannel conversational AI to solve routine queries and IVR deflection to shift to faster resolution

The final care experience is **when agents are empowered to serve**

-  Knowledge Base
-  Guided Workflows
-  Agent Assist Tools
  - Smart Responses
  - Smart Compose
  - Similar Cases
  - Smart Comprehend
  - Smart Compliance
  - Co-Browsing

### SOCIAL CUSTOMER CARE BENCHMARKING REPORT: FOOD & BEVERAGE

The benchmarks in this report were developed from a dataset encompassing **3,204** brands around the world, ranging from small startups to large global companies. Since this report focuses on best social care practices for larger companies, our benchmarks are based on the performance of the larger brands within our dataset: the **1,602** food & beverage brands with an average of **48,880** followers or more per social network account. Since the very biggest of these brands — the top 5% — work at a much larger scale, we show their performance separately, so you can see what it takes to be among the best of the best.

The food & beverage brands with more than **841,295** followers are the top brands in the industry: the big brands or those whose social media efforts have garnered major followings. They have an average of **2,237,405 per social media account**.

# About this Report

The **Social Customer Care Benchmarking Report: 2022 Industry Leaders** is a proprietary and independent analysis for businesses to compare their own social media-based customer support against industry peers. The report consists of data from Sprinklr's publicly available digital sources, across the six industries.

This report can be used to evaluate a brand's social care maturity level with respect to the industry — and to compare strategies and tactics utilized by best-in-class brands.

## Our methodology leverages the following data sources:



**Sprinklr  
Modern Research**



**8 LAYERS  
OF AI**



**TIME FRAME**  
Sep 8, 2020 – Oct 7, 2021

This report was developed using Sprinklr's leading Modern Research product, which analyzes both owned and earned digital conversations. All benchmarks are based on a full year of data (September 8, 2020 – October 7, 2021).

The full data set for this report encompassed over 13k brands across six different industries — Entertainment & Media, Financial Services, Food & Beverage, Health & Pharma, Retail, and Technology. "Top Brands" are classified as the top 5% of brands in an industry by performance.



**13K**

### Global Brand Set

Sprinklr researched over 13,000 brands across the globe in six industries



**27B**

### Sprinklr Insights

Insights were gleaned from nearly 27 billion social media engagements



**2B**

More than 2 billion inbound and outbound messages were reviewed for this report



**27K**

27,828 social accounts were reviewed through Sprinklr for this report



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**Sprinklr** is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,000 of the world's most valuable enterprises — global brands like Microsoft, P&G, Samsung, and more than 50% of the Fortune 100.

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